Bulletin

APRIL 1, 1923

EARTH'S NEW GOVERNMENT

"Unto us a child is born, unto us a son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful, Counsellor, The Mighty God, The Everlasting Father, The Prince of Peace. Of the increase of his government and peace there shall be no end."—Isaiah 9: 6, 7.

WHEN a reformed political party has fought a campaign to a successful end, there is great rejoicing amongst those who sympathize with the new arrangement. Great crowds march in parade. They sing songs of victory, carry torches and banners, indulge in much oratory and feasting. Why? Because they believe they are now beginning to have a government that will guard well the interests of the people and increase their prosperity and happiness. Such have always been disappointed; for Satan, the god of the old world, has always overreached every effort at honest reformation. Long ago God instructed the people that they must wait until he shall come whose right it is, and then a government of lasting peace and happiness shall be enjoyed.

Once Prophecies—Now Actually Existing

Never was the world in greater need of such a government of righteousness than now. It is but necessary for one to glance at Europe to see the deplorable condition in which the peoples and

nations are now floundering. Russia, once a mighty empire of strength, has decayed until she has practically no government. Germany, once a mighty nation, rich and arrogant, is now reduced to penury. Her people are starving and, seeing they must die, are indulging in excessive wickedness.

Throes the Newspapers Hide

THE GOLDEN AGE of March 14, 1923, page 371, concerning Germany says: "The laboring people are nearly despairing. The most necessary requirements of daily life cannot be obtained any more, although the men earn high wages. Alongside of this, a horrible system of profiteering makes itself felt in ever-widening circles, since some of the more intelligent manage, like carrion-vultures, to prey upon the poverty-stricken people. Large numbers evidently seek to forget their misery by great dissoluteness, as though seized by a frenzy. In many places a craze for dancing has taken hold on great masses of people. The government seems to be powerless to stop it. In spite of the inhibition, the dancing goes on in secret. The country is in the condition of one dreaming and shaking with fever, and the process of dying is on."

Symptoms in your Midst

Many other nations of the world are in as bad and some in worse condition. In America, the land which has been favored more than all others, there goes on without shame or hindrance a system of heartless profiteering in utter disregard of the rights of the people. Upon every hand there are distress and perplexity. Despair and dread are written upon the faces of men everywhere. They have tried every form of government, and all have failed to bring relief. They have reached their extremity.

Work of Lasting Good

What an opportunity for the Christian! Nearly nineteen centuries ago Jesus began selecting those who shall be with him in the new government. In 1874 he returned and began gathering unto himself those saints who have proven faithful, and began preparing to overthrow the usurper's system of unrighteousness. In 1914 he took unto himself his power and began dashing to pieces Satan's empire. While Satan and his emissaries fight against the Lord and righteousness, the people suffer and groan. They have long thus been suffering and groaning in pain, waiting for the manifestation of the Messianic kingdom.—Romans 8:19, 22.

Great Climax Reached

Now all the faithful servants of the Lord can go forth with rejoicing and with authority proclaim to the people that the day of deliverance is at hand. They can with certainty say now: 'Unto us a King is given, and the new government shall be upon his shoulder; his name is Wonderful, he is mighty, he will give life to those who obey him; he is the long-looked-for Prince of Peace. Of his government and peace there shall be no end.' Concerning his reign they are authorized to say: "With righteousness shall he judge the poor, and reprove with equity for the meek."

"Serve with Godly Fear." Heb. 12:28

Now they can say to the people: 'Seek meekness, seek righteousness; and during this great time of stress that is now upon the world you may be shielded from the worst of the trouble. Look up and lift up your heads; for the Messianic government now beginning shall bring the desire of every honest heart.'

First Step—Primary Principles

Never before have Christians had such a blessed opportunity as now. Are you doing your part, and are you doing it joyfully? The most effective way of telling the glad tidings to suffering humanity is to induce them to read. To do this they must have books. THE HARP OF GOD contains a brief and succinct statement of the divine plan and produces proof conclusive that the kingdom is here, and that millions now living will never die. Let the class organizations everywhere put forth their best efforts to get this into the hands of the people; to organize HARP study classes and get the minds of the people turned in the way of righteousness. Later this will be followed by more advanced classes in the STUDIES IN THE SCRIPTURES.

Joy of Helping Others

There is much now to be done. Those who are doing it are receiving the blessings. Those who have entered into the joy of the Lord will be anxious to do this work.

All other efforts at reformation in the past have failed. Now the absolute and certain remedy for the ills of humankind is here. Let every one of Zion now be active in the proclamation of the message of the new King and his kingdom. Slack not thine hand, but let every one do with his might what his hand finds to do.

Greater Study Sales in Back Call

Again we emphasize the importance of the class workers confining themselves to the HARP STUDY Course, leaving the work of canvassing for the eight volumes as a combination to the colporteurs for the present.

With Christian greetings, we are
Your brethren and servants in the Lord,

Watch Tower B. & T. Society.

Advertise the KING and KINGDOM

METHODS OF WORK

When you allude to your book, closely associate it with the need that it is to satisfy in such a manner that when the people recognize their need, the book that will satisfy it will come to mind. At times people feel that they should devote themselves to some Scriptural reading; then our books should come to their mind. The appeal should suggest, first the need, and then the article. Thus STUDIES IN THE SCRIPTURES remind one of the books that one should use when studying the Scriptures. When people feel that they could do some Bible studying, the HARP will, if you have spoken to them of the HARP BIBLE STUDY COURSE, naturally come to mind when they feel that they should give some time to devotion. This is what is meant when we say that in suggesting a need you should also mention the means of gratifying it.

How Others View You

When an individual has answered the door bell he naturally expects to meet a stranger; and since you have taken the initiative in making the call the anticipation is that you have something important to say. Since you know that this is the attitude of the people as they come to the door, you should endeavor to shape your remarks so as immediately to gain their attention and hold it. The first remarks you make to them are the important ones. It is upon these remarks that you have to depend in order to have them hear all you intend to say, and also to obtain a favorable impression. People are more inclined to give you their attention when you have favorably impressed them than when you are vague in your remarks and leave them endeavoring to ascertain what is the purpose of your call. Hence the first remarks should be something that will take them by surprise, that will arouse their curiosity and make them feel that in due course you will give them the information that you have intimated in your opening remarks. Too often the advantage to be gained in the first remarks is lost because an attempt is made to explain to the individual that you have called (a matter that is obvious to them by your presence), and then to explain why you have called and how important you consider the matter about which you have come to talk to them. We believe more will be gained by getting right down to the matter of discussing the subject that is most important in your canvass. If the interest of the individual is not aroused immediately, it often provides him with the excuse, or rather justifies him in cutting you short in your canvass by saying that he is not interested. Hence if you can obtain some information regarding the individual you are to call upon from the person you have previously canvassed, you are in a position of advantage when you call at the next house. No doubt the success of the worker in making a sale to an infidel mentioned in the following letter was due to her approaching the gentleman along lines that interested him.

"[illegible] and I in a home and started for the next house. The lady [illegible] I'll go to [illegible] they all [illegible]. The sister replied: 'Those [illegible] people I want to see.' In just a few minutes she sold them a combination."—*East Liverpool, Ohio, Class.*

Gaining Respect

Also it is well to recognize that people you call upon will give you more respect if you use well-chosen expressions. Colloquial slang and an attempt to imitate the townspeople by trying to use their crude expressions often impress those whom you are canvassing that you do not have the proper regard or respect for the message you present; for they feel that you have reduced it to the level of the individuals of that town. They will respect you insofar as you attempt to be a good example to them, not only in conduct, but in bringing to their attention items that are of real interest to them.

Accomplishing your Object

Your call, to be a successful one, must be managed. Sometimes people answer the door bell and try to carry on a conversation because something is weighing upon their minds, and they will attempt to discuss this. After they have unburdened themselves, of course they have no time to hear what you have come to tell them. Obviously an order cannot be expected when individuals are permitted to direct the issue of your call. Since you have in mind what you have come to speak to them about, it depends upon you to manage the call so as to give them the information you intended when you decided to call. When comments along other lines are interjected, they could be dealt with very courteously and very briefly, but should never be allowed to break the trend of your canvass. Answer their inquiry or comment upon their remarks, but immediately return to that part of the canvass where you were interrupted. This [illegible] to [illegible] the [illegible] of your [illegible] and [illegible] to [illegible] the message you carry.

Shape Remarks for Interested

Where you are called upon to canvass an individual when two others are present it is difficult to suit your remarks to the company. Hence, if you find that one is more or less opposed another holds strong convictions, you can probably so direct your remarks to these individuals as to impress others, rather than surrender and feel that there is no opportunity to make a sale in this instance. The brother writing us gives a good example of what is meant here:

"My sales were not so great, but it was the blessing and development I was receiving myself. That night as I was getting ready to leave for home, I met an acquaintance and sold him a combination. I was standing in the street showing him the books when a man hurried over and said: 'This is Mr. Bristow, isn't it? Well, Mr. Bristow, I've heard that you've changed your life. You're leading a better life now. [I was considered quite a bad character once.] I'm glad of it, but you want to throw away those books you've got; they're poison. My name is Gill, the Campbellite preacher.' I said: Mr. Gill, have you read these books you are trying to condemn? 'Well,' he said, 'I've read all the tracts and papers that have been handed out.' That is not the question, I said; have you read these books you try to condemn? 'Well, I've read the tracts and papers,' he said. Several people gathered around by this time. I told them: Here is a man who says he is a preacher, but who is trying to condemn these books and admits before you that he hasn't read them. A dentist from across the street who had been attracted by the Reverend's loud talking said: 'I want to buy a set of those books.' So I sold him a combination; and when I turned to thank the Reverend Gill for helping me to make the sale, I found that he had vanished."—*Avery Bristow, Nebr.*

Keeping your Remarks Interesting

When you have gotten attention, your remarks are to be such as develop this attention into interest; and interest will not be long manifested unless you continue to keep your remarks interesting. This would suggest that your canvass should bring out a succession of new points, and that they be arranged in such a manner as to come in proper order or sequence, one item of interest that you have talked of or mentioned naturally leading to the next item of interest, not because you have arranged it so in your canvass, but because the natural trend of thought would lead the person you are talking to, to this conclusion. It could hardly be argued that however would be long preferred [illegible] express the same thought in different words.

Participating in your Conversation

Another obstacle that you have to overcome is the feeling that people have when meeting strangers. They are ill at ease. They are wondering what the person that has called upon them is thinking of them. They are not so much concerned with what they think of you but greatly occupied with the impression that they are making upon you; for they feel that you are going to call on other people and will naturally compare them with others, and it is a human trait to want to be well thought of. Attention that is interested and will progress with your canvass is more likely to result successfully if by some act of friendliness you can overcome this feeling of strangeness so that a friendly feeling can be established; and one of the best ways is to see to it that what you are saying has a warmth of expression. Facts and arguments coldly and stoically presented can hardly awaken interest; and the one canvassing has failed to overcome one of the greatest obstacles, namely, that of being a stranger to the person to whom you are talking. A successful way to encourage friendliness and maintain interest is to ask questions which merely require the nod of the head in answer or a simple yes or no. When arguments are direct and specific they lose their effect, and thus the person you are calling upon is not encouraged to participate in the conversation. They think that what you are saying is thought out for them and that all they have to do is to accept it; whereas people like to discover things for themselves. In short, nothing is left to their imagination. They have not been permitted to discover anything for themselves. Everything has been discovered and brought out for them. Consequently they feel that you have monopoloned everything, that they have all of the information that the book contains, and that since they get this wealth of information in the form of points that you were talking with them, it is useless to purchase the book. They are likely to think that since the book merely covers the points you have mentioned, it is hardly worth their investment. The methods used by the colporteur writing us as follows are excellent, and illustrate by example what we have stated above:

"One day this week while it was snowing along toward noon I went into a little store in the edge of town. I stood by the counter a moment and picked up a Bible. I turned to Job 38:35 and soon as he was through with his customer, I began to talk about the telephone that is mentioned by Job that did not need any wires. This man had been a Sunday School teacher for thirty-five years and as I canvassed him for the HARP STUDY COURSE he interrupted me in a very kind way by saying, *'Is it possible* that I have been teaching a class thirty-five years and have been leading them the wrong way?' He said, 'I am going to buy that book and see.' With this he threw me down 50 cents. Then he said, 'What would you think of a man that sells tobacco in his store no matter if it does harm?' I said, Well, I could not do it. He said, 'That is the one thing I resolved not to do any longer beginning the first of January this year; and what do you know, when I told our minister what I had done, the minister said, "Don't you fear you have made a mistake in that you may lose some business?"' I said, Big Business, Big Politics, and Big Preachers; with a little faith Christ will work all things for our good. He clasped his hands and said, 'I believe you told the truth.'"—*Clarence W. Wilson, Ind.*

Practice Gets the Results

Though the principles mentioned above may be employed and with much success, yet we do not wish to leave the impression that their practice will accomplish a sale at every house, but it is certain that their practice will accomplish more sales than the violation of the principles set forth; and, too, being aware of these principles and methods and not seeking an opportunity to practice them will accomplish little. It is the continual practice that obtains results in the end, and the most effective means of obtaining this continued practice is to be persistent in setting aside time for service. A good example is that of [illegible] reporting his [illegible] report.

"I started in [illegible] on the [illegible] and as I could not see well enough to drive horse and [illegible], I had [illegible] to drive for me and it was difficult to get a driver, but by using the most sunlit days, I got along. The territory I canvassed was about four miles wide, five miles long, and all in the country. I canvassed 145 farms but took my time. I always repeated Scripture and got them interested. My report shows the amount I sold in this territory. In addition, I put out 502 GOLDEN AGE samples."—*J. L. Freed, Pa.*

His report for the year was the sale of 48 combinations, 25 Talking with the Dead, 13 Millions, 18 Volume G, 4 sets of STUDIES IN THE SCRIPTURES, 6 HARP BIBLE STUDY Courses, 5 GOLDEN AGE subscriptions, and in addition many copies of single books.

1923 Results

Letters we receive from the field indicate that the work is progressing greatly. Already (this being written March 19th) colporteurs and classes have sold 27.7% of the entire sales of STUDIES and HARPS of 1922. We believe this is an encouragement to you because you must have much joy in placing books in the hands of the people, especially as you reflect upon the good that it will do them ultimately. 1923 promises to be a year of great witnessing, and we trust that the Lord will bless you with abundant opportunity for serving and dispensing the meat of his kingdom.

Bulletin

MAY 1, 1923.

BUILDING THE NEW MIND

"Therefore, my beloved brethren, be ye steadfast, unmoveable, always abounding in the work of the Lord, forasmuch as ye know that your labor is not in vain in the Lord."—1 Corinthians 15:58.

SEEING that we are fast approaching the consummation of the hope of the church, every new creature in Christ should be doing some work of the Lord and in his name. The amount of work he or she does must of course depend upon circumstances and environment.

From time to time we hear of some who object to so much being said about service. Surely those who thus complain do not have the proper conception of what the Lord expects of us.

Strengthening the New Creature —Our Principal Work

What the new creature desires above everything else is, that he might partake of the resurrection of Christ Jesus. In the context St. Paul was describing that glorious prospect, how that the

new creature, working and fighting the good fight of faith, must go down in death in order that he might be raised up to the glory of the Lord. Then he adds: "Therefore, my beloved brethren." His words here relate back to what he has been discussing. To paraphrase his language, he says: 'Behold the great prospect set before you—a prize far greater than the angels of heaven ever have had or can have! You have started in this race-course for that prize. Therefore be steadfast and unmoveable.' That means that one should not permit himself to be shaken by the sophistries of those who would turn his way toward worldly things. Having put his hand to the plow, he should not look back.

Employment in Spiritual Work Builds Spiritual Mind

Then adds the Apostle: "Always abounding in the work of the Lord." To *abound* means to increase or accomplish more. What, then, is the work of the Lord? We answer: His work is twofold, both of which phases are important: (1) The working out of our salvation by conforming our lives to the rules governing the new creation, that we might be made copies of God's dear Son; and (2), in order to accomplish the first, we are to glorify the Lord by making known his kingdom. What work would we expect to do in order to reach this goal? Surely not working for the world. While it is necessary for many of the Lord's people to work at a worldly avocation in order to earn a livelihood, we are sure the Lord would have us understand that our chief work is to prepare ourselves for his kingdom; and we can best do this by having the mind occupied as much as possible with things per-

taining to his kingdom. At odd moments we can be planning when and where and how we can glorify the Lord by making known the message of his kingdom to others. During the time of meditation the mind is therefore centered upon questions concerning the kingdom; and during the time of activity in carrying out those plans, both the mind and body are employed in things pertaining to the kingdom. It is the mind that must be transformed. Hence we must have our minds occupied with the right things.

Devotion to Renewing of Inner Man

Some have the thought that probably their part of the work would amount to nothing; they can do little. But St. Paul answers: "Forasmuch as ye know that your labor is not in vain in the Lord." It is not how much we accomplish. The whole question is, Do we have the mind occupied with things pertaining to the kingdom? Do we have our affections set there? And are we doing with our might what our hands find to do as opportunities come? The promise, then, is that if we do this (which is our reasonable service) it will not be in vain, but will accomplish that which the Lord designed for it to accomplish, preparing us for his glorious kingdom.

Productive of Spiritual Energy and Enlargement

We are living in a time when the Lord would have the message proclaimed to the world. If we love him, we will keep his commandments and keep them gladly; and at this time one of his commandments is that we, as the ambassadors of the King, should call the people's attention to the message of reconciliation to God, and

that the only way that leads to life and happiness is through his provision; that his kingdom is now being set up in order that this great good for mankind may be accomplished. The people are starving for real food concerning their own salvation. The Lord's consecrated and spirit-begotten ones have had placed in their hands the food that the people need; and with it goes the responsibility of ministering it to every one who has the hearing ear.

Maturing of the New Mind

Clearly the Scriptures make it a condition precedent to our entering into the glory of the Lord that we render our reasonable service; and this reasonable service includes the use of all our time, energy, influence, money and strength (aside from that which is necessary to provide for our dependent ones) to serve the Lord's people and proclaim the message of his kingdom.

Spiritual Food - Spiritual Exercise - Growth

Let every one in the classes, then, attend the service meeting held on the first Wednesday night in each month. Imhihe more and more of the spirit of service to the Lord, and watch for and seize every opportunity to enter the service and to grow in wisdom and grace and abound in the work of the Lord.

With Christian greetings, we are
Your brethren and servants in the Lord,

Watch Tower B. & T. Society.

METHODS OF WORK

Interest that will order a book is such as enables the individual to see the usefulness of the article being sold. Interest that is held by a good sketch of the field covered by the book is generally effective, especially when there are gaps left in the transition of the events you mention. You have not told them everything and they are aware of this. You have mentioned some interesting items about which they are concerned. Their curiosity has been aroused, and they are interested to know just what the book says regarding the events that occurred between the points mentioned. They are certain that these gaps are filled; and if they question you as to this point, you can remind them that these are well covered by the volume. Too often good interest is spoiled by the worker answering such questions that are asked to get information, whereas they should be referred to the book. The example of the following colporteur is a good one:

"I sold the combination; and after some questions were passed, arrangements were made for me to come back in the evening, when the husband would be at home. In the evening at 7 p. m. I called, and had the opportunity of being used by our King in making plain that the King has come and that the kingdom for which they had long prayed is here. After I had finished, I showed them the HARP, and explained how it could be used in any family to teach the family more in a month than they would learn in a lifetime going to church. Then I learned that the wife was a Sunday School teacher. She said: 'I am a Sunday School teacher, and you have taught me more since you have been in our home than I ever expected to know.' Then I called her attention to the fact that Christ was the teacher and the one who would enlighten her mind if she became a willing instrument in his hands. I also called their attention to the volumes and the big combination—Seventh Volume, TOWER, GOLDEN AGE, and No. 1919 Bible—and sold the big combination and left five HARPS and a promise to help them get started in the the HARP STUDY. On my next call she told me she had used some thoughts from the 'Millions' book in the Sunday School, and was told by the superintendent to use the Sunday School lesson. She told me she felt just like taking the book to him and telling him that she would not teach the class any more. I told her that such would be the Lord's will, and would be the means of bringing her more light. Now the Presbyterian Church is short a Sunday School teacher, and in this little town a HARP STUDY of our Lord's Word is started with about eleven members."—*S. S. Goodwin, Ill.*

It will be noted that when the lady told the colporteur that he had taught her things she had never known before, the colporteur reminded her that the Lord was the teacher and that his words were contained in the Bible; and that this resulted in an order for the seven volumes, the I. B. S. A. Bible, the WATCH TOWER, and the GOLDEN AGE. Had the individual been left under the impression that the colporteur was giving his own ideas, she would naturally arrange for the colporteur to call at her home quite frequently. But now the colporteur has gotten them to read the volumes, which will give them more information than he could.

From What Angle Does the Prospect View the Books?

The point of interest, it is well to remember, is not in the book that you are selling, nor in the worker personally, but in the one that you are canvassing. Hence your remarks should be individual; they should be suited to the person you are addressing. It has been found very effective to employ the pronoun "you" frequently in canvassing. You will thus make the matter an individual one; and when your remarks are suited to the individual, you convey to him the thought that what you are talking about is much alone the lines of his own thinking. Consequently he is trying to see how the book will be of service to himself individually; and probably more particularly just how useful it is as a part of daily life. By thus making the person you are talking to a part of what you are saying, your remarks become interesting. If you find out in the course of your conversation that the person canvassed holds some erroneous views on Scriptural matters, do not attempt to correct these, but leave that work rather for the book to accomplish; for in correcting him you may create antagonism. Emphasize, rather, the beauty of the things you are speaking of, which are new views to him. It is more difficult to change old ideas than to create new ones, and suggestions of new ideas are generally accepted more readily than are arguments showing why certain beliefs should not be held. Too often people look upon attempts to correct their views as a criticism of themselves personally. They feel themselves at fault for holding opinions that are considered out of date. But on the other hand, they do not wish you to know that you have taught them anything new; and to impress this idea upon you, they generally refuse to order; for they want you to know that they do not consider you to be their superior or their teacher. Hence the more you can demonstrate to them that what you are telling them is much along the lines they have been thinking, the more certain you are of success.

Different Individuals—Then Different Ways of Using

Before people will go to the expense of buying the books they will first have to desire them, and this desire must be great enough to prompt the individual to part with his money in order to possess the books. Naturally, then, he must see some use for them; and for the most part this usefulness will have to consist of some benefit to him, as it is quite unlikely that he will wish to possess books merely to ornament his bookcase. He must be convinced that the books will benefit him personally; for people generally act when they can see that they are adding to either their possessions or their character through the use of them.

Thus, somewhere in your canvass, argument is to be advanced that will demonstrate how the books fulfill the person's estimation of their worth. They may desire the books, but are waiting for some reason that will demonstrate their usefulness and, further, that the books serve the very purpose they have in mind, as was the case with the person canvassed by the colporteur:

"One lady said: 'I gave $5 for a book, thinking that I was getting something that would help me understand the Bible, only to find it just childish stories.' I then read from different chapters of the HARP. She joyously exclaimed: 'That is just the book I want! What else have you?' She took a 'Finished Mystery,' HARP, and all the booklets."

This colporteur had demonstrated that the books would serve in the manner that the person desired them to serve. One colporteur uses the following method to accomplish his object:

"The Restoration chapter in the HARP seems to take well with most people. Also I find that most people are wanting to get away from the 'eternal torment' theory, and therefore take The Bible on Hell. One gentleman said: 'I have about quit going to church. I don't get much Bible teaching. About all they want is money. Some of the things you say are just what I think the Bible teaches. I believe that we are in the evening of this age and that we are going into the Millennium.'"

In this manner the people are made to see that the book not only meets their desire, but gives them a basis upon which to conclude that it is without doubt the best in its field to be had; and this is an important element, for people in purchasing always desire to purchase the best.

Necessary Though not Aware of It

A canvass progressing in this manner should also take into consideration that oftentimes it has never occurred to the persons canvassed that they are really in need of the service that your book will render them, and in such cases desire will have to be created. The two conditions can be easily located. As in the instances quoted above, the person immediately expressed himself. In the other instance they do not express themselves, but what you are saying should be such as is calculated to impress the necessity of profiting by the service of the book.

The colporteur who wrote us as follows met just such an instance:

"One lady today said that she wondered what is the use if all professed Christians are to get the same reward in the end. So I showed her that they would not get the same, and that there is a great deal of use in taking religion seriously. Sometimes I mention that this trouble we are in was foretold in the Bible, and that even worldly people are admitting that it is; that sometimes we see the dark side only, but there is a bright side too which is also foretold in the Bible. I then give them examples something like this: 'A mother or a father will chastise a child and then later kiss it and wipe away its tears. So the Lord is going to wipe away all tears from all faces very soon.' It is a good plan to have in reserve information to impart if necessary.

Indications That You Have Suceeded

Desire on the part of the individual will be indicated in various ways. One way of finding out is by saying something that will tend to draw a remark from him. For instance, the colporteur quoted speaks to them along a line with which they are already acquainted but have never really understood:

"After I had explained that Christ's kingdom is now being established on earth and the meaning of our Lord's prayer to that effect they responded: 'Well, that is real good teaching. Fancy, we have always been repeating that prayer, but have never understood it!' I received their order for a complete set of the STUDIES IN THE SCRIPTURES and a Scenerio."

Where antagonism is manifested oftentimes the sincerity with which you speak will enable them to appreciate the difference between your work and that of churchianity in general. From the following letter it is evident that some people do not desire anything along religious lines because they are disgusted with the present-day churches. But the colporteur's sincerity and frankness overcame this.

"One young man said: 'I have not been inside of a church for five years; but if I could hear a sermon like you have preached to mother and me today, I would go every Sunday.' He bought a HARP Course and a 'Finished Mystery.' Another family, husband and wife, said: 'We were formerly Missionary Baptists, but have not attended church for thirteen years because of the unfaithfulness and hypocrisy in the churches.' They invited me back to stay all night and to have dinner and breakfast. We sat up and talked till nearly one o'clock, and the questions those people asked were numerous."

Excuses not Acceptable Get a Reason

Another way in which desire on the part of the individual will indicate itself is by his asking questions; particularly when he begins asking the price of the book, when it will be delivered, and the payments. When your canvass has reached this point it is well to quickly close your remarks and attempt to obtain the order, leaving any additional remarks to be made later. On the other hand, lack of desire is generally indicated by the excuse "No money." This is an excuse; for when the article is not wanted, people often state that they do not want it and will tell why they do not want it; but when they say that they would like to have the book but do not have any money they merely mean that they do not have any money for a book which they do not see, from the remarks that you have made, will be of any use to them. The following is an instance:

"One sister in canvassing a lady was given the old excuse: 'I have no money.' The sister said: 'In the Golden Age you will not need money.' This remark awakened interest and sold a HARP BIBLE STUDY Course. In canvassing a Catholic lady I was told that she could not afford to buy because of having just paid the priest $15.00 for a book. By showing her the contrast between $15.00 and 48 cents, I sold a HARP BIBLE STUDY Course."

In the first instance mentioned in this letter the method of the worker was a good one; for instead of telling the lady that she did have the money, she confined herself to such remarks as tended to create interest in the book. It is well for workers to recognize that when this excuse is advanced they have not given the persons the information necessary to lead them to a decision, and hence they offer an excuse.

Bulletin

JUNE 1, 1923

COLD OR HOT—WHICH?

"Because thou art lukewarm, and neither cold nor hot, I will spue thee out of my mouth."—Revelation 3:16.

THE lesson taught by these words is that Jesus does not approve any one who is lukewarm concerning his cause. It is true that the words apply primarily to the church nominal, but they announce a principle governing all who claim to be following Christ Jesus. He foresaw and foretold the conditions that would exist at the end of the age. He foretold that the cold and indifferent would be cast aside as of no value. The lukewarm likewise would be pushed away from him because these would constitute a hindrance in his battle against Satan's organization. There could be no place in this conflict for the one who is trying to maintain an appearance for the Lord, but who really does nothing to represent his interests.

The very purpose of calling attention to these things is that some who have been more or less indifferent to the cause of Christ's kingdom may arouse themselves and see the privilege of now participating in announcing the King and advertising his kingdom.

The Honor of the Victorious

The Lord's second presence dates from 1874. From that time forward until 1914 was the time of his special preparation for his assault against Satan's empire. August 1, 1914, the gentile times ended; and there the Lord began his ouster proceedings against the great evil one. There the battle between the beast and the Lamb really began. To truly appreciate what this battle means is all-sufficient to spur the true Christian into the thickest of the fight. Why? Because Jesus states that the victory will be his; that it is the final conflict between Satan and his forces and the Lord, and that Satan shall be completely overthrown; and that in the fight those with the Lord are the called and chosen ones, and those who remain loyal to him through the fight to the end will stand victorious with him when the warfare is completed.

To be with Jesus in that great victory is a blessing and honor beyond description of words. Surely no cold one would be considered as having any part in that conflict. Surely no person who is lukewarm and fearful could be expected to be there. But those who do participate in that battle and rejoice in that victory will be those who recognize the Lord's organization, who gladly put themselves under the direction and supervision of the Lord, anxious and willing to be used by him, and who with the zeal peculiar to the Lord's house press forward in the battle.

To which class do you belong, dear brethren? Each one must decide that question for himself.

This battle is not with carnal weapons, but it is fought with the sword of the spirit, which is mighty through Christ to the pulling down of the strongholds of error. It means that the message of truth must be given to the people; and that each of the zealous, heated ones will persist in giving that message forth day by day, seizing all opportunities to herald it until Satan's forces are wasted.

Largest Force in Harvest's History

For the encouragement of those who are now at the front, we take this occasion to say that there are at this time more colporteurs engaged in the service than at any time during the harvest of the past forty-five years; that there are more in the classes engaged in the work than at any time heretofore; that the line between workers and non-workers has been removed; and now it is the desire to class all as workers, and so let each one determine for himself whether or not he belongs to one or the other class. Let each one ask himself: Am I doing my part?

"Literature in Every Home"

We suggest that each member of the class and each colporteur resolve to put into the hands of the people so many books each week, and then strive to accomplish that; and if you go beyond it, so much the better.

If you are not in the active service, pray that the Lord may open the way for you quickly to engage in it. If you are engaged in it, pray the Lord that he will increase your strength and your ability, which means to fill you more with his spirit and thereby increase your opportunities of service.

The world has no remedy for its present ills. The Lord's kingdom is the remedy. To his people are committed his interests of that kingdom, particularly at this time to make it known. With joyful hearts let each one do his or her part in making it known.

Announcement

The Society wishes to announce the publication of a new booklet: "World Distress—Why? The Remedy." It contains 64 pages, paper binding of imitation brown Morocco leather, gold stamped. It contains a treatise on each of the following subjects:

Why is Evil Permitted?
Who Made the Devil?
Prophecy and Its Fulfilment
End of the World
Immortality
Where Are the Dead?
A Ransom for All
World Distress and Perplexity—Why?

Frequent quotations are made from the STUDIES IN THE SCRIPTURES, giving the volume and page number where the subject is dealt with at length. The object of the booklet is to place in the hands of the people literature that will incite interest in the STUDIES IN THE SCRIPTURES and emphasize the necessity of possessing the entire set. Each article is complete in itself; the subjects as above enumerated are not chapter headings of the booklet. It permits an individual interested in any one subject to get a satisfactory answer to his question without having to read previous and succeeding chapters. The book is designed to retail at 10 cents per copy. Workers can carry the booklet with them as they canvass for THE HARP OF GOD, and when failing to place the HARP COURSE, they can offer this booklet at 10 cents a copy, suggesting that it contains the address of the local branch (which may be inserted) as well as the name and address of the publishers so that they might know where to procure further literature. Order of procedure and the use of the booklet are being outlined in more detail in the Directors' Bulletin.

By his grace we are

Your fellow servants in the Anointed One,

WATCH TOWER BIBLE & TRACT SOCIETY.

METHODS OF WORK

When you lack results in the sale of the literature, it is well to analyze the methods you are employing. Many times you will find that you are not supplying enough or the right information to permit the person canvassed to act intelligently. This is but another way of stating that they have not been presented with items of sufficient importance to make them desire to possess the book. Such an examination as suggested in the following letter will no doubt prove profitable:

"At first I thought that people did not appreciate the book. Then I began calling their attention to some questions on the quiz-card, emphasizing that these were not silly questions designed for a child, but sensible ones that every individual should be prepared to answer. Some time ago a lady told me that her boy could ask questions that a preacher could not answer. Oftentimes I mention this in connection with the questions."

By putting the questions directly to them as did this colporteur, and saying, "Can you answer these questions regarding today's events?" interest is always aroused.

Why should the progress of the Jewish nation be watched?
What other earthly beings are designated as souls in the Bible?
Where does the Bible teach that the soul is immortal?
Why did the Jews, and why do they even yet, look for Messiah?
Was there any sickness, sorrow, or death in Eden?
Why did Jesus speak so that he could not be understood?
What important labor event marked 1874?
What is meant by 'mountains on fire'?
How will cripples be cured?
What cure for strikes does the Bible hold forth?
Will the world always have profiteers?
Will old people ever get young?
Is there any significance in the present-day breaking up of kingdoms, empires, and republics?
How do we know that dead soldiers will come back from the battlefields to their own homes?
Is the earth large enough for all the living and all the dead to live on at one time?

Thus, in your remarks, you are touching matters that are of immediate interest. When attempts are made to discuss things that people feel are not necessary to be concerned about now, desire is not so easily created.

Getting Expressions from Indifferent

Indifference is probably one of the most difficult conditions with which to deal; for lack of [illegible] the interest. Usually such people do not themselves know why they do not want the book. They hold an objection that can almost be called prejudice, but they do not express it. Oftentimes the pointed remark will give some clue to their indifference:

"I had another experience: A woman was washing and for about fifteen or twenty minutes simply ignored me until I said something about the clergy not giving the truth. She stopped and said: 'I have done with them.' I said: Shake hands. I also have done with them long ago. She bought the books and thanked me for the talk we had, and will come to meeting."

And in such instances when expressions are obtained from the parties canvassed, they should be dealt with seriously. Do not pass them by as though they are not of any consequence. They are real to the person expressing himself, and he holds to them so tenaciously that up until the time he spoke no clue was forthcoming. Now that some expression was made, it is best to talk along that line. The following case reported by a director was well handled by the worker:

"A sister reaching a front door received no response, and then went to the rear door, where she was met in a pleasant manner. But as soon as the lady learned what the sister had, she said, she did not fill her mind with every idea that came along. In a little time the sister had her attention. The lady seemed to feel that she had sinned against the holy spirit, and having wrong conceptions was in deep sorrow. Our sister explained the matter, was then invited into the house, and was told that just that morning this woman had knelt down, asking the Lord to guide her and show her the way. The sister said that she was there with the truth in answer to her prayer. The lady bought the HARP. A neighbor of this lady had been passed twice; but as a result of the conversation, the sister went back and found a similar case of sorrow, evidently the work of evil spirits. Our sister gave good advice and much comfort. The workers were glad to give service and are rejoicing in it."

Will Act According to Suggestion

Having selected your points with a view to causing people to desire the literature, the next step is to help them make the decision. At this point of the canvass your remarks should be such as to influence them to act favorably. Up to this point you have had to take the initiative; you have had to help them see how necessary the book is. Now you will have the further responsibility of helping them decide and decide favorably. Experience in the work will acquaint you with the various excuses that people make for not purchasing. These are not to be accepted, but to be overcome. In fact, they are depending upon you to overcome their objections, probably reasoning that if their pretext for not purchasing cannot be met decisively, then they have acted wisely in not purchasing. A worker properly feeling his responsibility will aim to place the books in their hands, knowing that he has the proper appreciation of their value to the individual; and that ultimately, if it were possible, he would be thanked for his efforts. There is much to be commended in the methods of the following colporteur:

"In canvassing the people we find they offer many excuses. One common excuse is: 'I do not have time to read.' I tell them: 'Well, if you do not have time now, you may have later on; and then you would not have the opportunity of getting this special offer. Others in your home might find the books interesting, too.' I also tell them that if people realized the full value of these books they would *find* time to read them. Some say they cannot read much, and some not at all on account of having trouble with their eyes. I suggest that they have someone read these wonderful things to them, or that even if they can only read a little now and then they will have a blessing."

Urging Purchase Not Viewed as Impudence

If you feel that you have presented the matter fully, supplying all the information necessary for an intelligent decision, you have good grounds upon which to expect people to purchase; and since you expect them to purchase, then help them to do so. Too often the worker feels that he is too aggressive, that he is seeking to make the people do something that they do not want to do; and desiring to have the approval of the persons canvassed, he begins to wonder what opinion they hold of him. He may feel that he is looked upon as an intruder. Feeling this way, in a half apologetic manner, he is apt to withdraw in the most crucial part of the canvass.

This desire for the approval of others is a human trait. Generally the person you are canvassing is beginning to wonder what you are thinking of him, and knows that since you will be canvassing from door to door you are likely to carry the opinion you hold to others. At this [illegible] you should be to [illegible] that the logical thing for him to do is to purchase, that it is illogical not to purchase; and such remarks as tend to emphasize the importance of the work and the service it renders will help people. For instance, such remarks as made by the following worker:

"If a person expresses disbelief in the statement 'Millions Now Living Will Never Die,' I tell him that thousands of people are beginning to believe that now. Then I hold up the book and say: This little book has been off the press only a few months, has been translated into over twenty-seven different languages, and over 2,500,000 have been sold. I have sold a number of sets in that way. I mention this because I have been helped by suggestions from others."

It is a poor policy to expect that people will purchase the books merely because these have been brought to their attention. It is showing proper respect and consideration for your prospect to feel that the matter must be properly and fully presented to obtain his approval. Oftentimes at this point it is advantageous to employ the methods of the following worker:

"My hobby is to cite them some prophecy which has been fulfilled, especially that of the great inventions, increase of knowledge, falling away of the clergy, their association with big business, etc. In this way I have been able to place several full sets of SCRIPTURE STUDIES, also sets of three."

Close at Propitious Time

Having thus presented the entire matter, obtaining a decision is the next step. This, however, should not be attempted until you feel that doubts have been removed, and that the person has been accorded [illegible] to express his [illegible] and that these [illegible] have been satisfactorily met; and that you have in the person you are canvassing the indications of desire. Advantage should then be taken of the situation quickly to obtain a decision. Obviously the person is now concerned about the terms and conditions; and so to make the possession of the book appear to be an easy matter, methods such as the following colporteur employs are often necessary:

"The sales, of course, are rather scarce, but we find in more places than we expected that the women who have had the HARP or other books now will buy the seven volumes on the installment plan, perhaps only one book at a time, selling milk and butter or a few eggs to pay for them. But they have at last begun to read."

It may be wise, sometimes, to compare the value of the books with their cost, and attempt, if possible, to have the entire transaction closed upon delivery of the books. This is the preferable method, but the above emphasizes what accommodations the colporteur can make in order to meet the point of view of the person canvassed.

It should be remembered that once an adverse decision is given, it is hard to have it reversed. If the matter has been presented and the people give a reason why they do not wish to purchase the books, it is quite unlikely that they will be moved by further arguments. Hence it is well to see to it that they are given the information necessary to act favorably before asking for their decision. This can often be accomplished by testing whether the prospect is ready to purchase, and the [illegible]tion as soon as possible of such an attitude as mentioned by the [illegible]rteur as follows:

I have a new canvass which I use on people who have a careworn [illegible]. As I [illegible] come to the door, I greet them with the usual good [illegible] and [illegible]. Then I [illegible] that I have good news to them. They usually [illegible] their interest in asking what it is, as they are tired of bad news. Then I say: I would first ask you a question. After given permission, I ask them how they would like to have a beautiful home and happiness unmarred by sickness, troubles and sin, in a time when there would be neither undertakers nor doctors. Usually by the time I get thus far their faces have changed expression; and when I get through telling of the blessing in the age to come, quoting Isaiah 65:20-22, and then from the 35th chapter, they have forgotten about their troubles and have ordered a HARP STUDY Course."

Assuring Yourself of Delivery

Let us review for a moment the position of the prospect at the point you are asking him to decide to purchase the book. First, in all probability he had never before heard of the book you are selling and what he now knows is only what you have told. A good question, then, is whether you have fully represented the book, whether the prospect in saying that he does not want it was acting intelligently, with the full facts of the value and service of the book before him. If you feel that this has not been done, then supply him whatever further information he may lack to permit a favorable decision. Everyone wants to possess a thing of value. To most people it would be a mark of poor judgment to pass by a proposition that will benefit them. So as long as they manifest interest, your remarks should be aimed to develop this interest. Many times they have been convinced gradually, and the excuses they advance are in reality given to have you bring forth additional talking points. Thus you should always have in reserve additional features about the book that you have not mentioned, enlarging its field of usefuless, and emphasizing its great value.

Bulletin

JULY 1, 1923

ARE YOU ON THE LORD'S SIDE?

"He that is not with me is against me; and he that gathereth not with me scattereth."—Luke 11: 23.

IT must now be apparent to every consecrated child of God that Satan, the great opposer, has a powerful organization for evil. It must also be clearly seen by all such that the Lord has an organization for good. One stands for everything that is evil. The other stands for everything that is righteous. The Lord himself is at the head of his organization, to judge and to make war. (Revelation 19:11) His armies are following after him, one division beyond the vail, one division on the earth. "Out of his mouth goeth a sharp sword." This is the instrument of warfare, the message of truth.

The Lord fortold this final conflict between the beast, the devil's organization, and the Lamb. Counted in with the Lamb, as members of his organization and therefore of his army, are the called, chosen and faithful ones. The words of Jesus clearly lay down the rule that between the two organizations there is no middle ground that any one can justly take. In this final conflict of truth

versus error Jesus says: "He that is not with me is against me." He must of necessity be on one side or the other. Let each consecrated child of God, then, ask himself now: Am I on the Lord's side; and am I uncompromisingly devoting myself to his cause? Am I faithfully looking to the interests of my King?

This self-examination concerning the matters of the kingdom is now eminently proper. Each one should do this for his own welfare. Then again Jesus says: "He that gathereth not with me scattereth." Necessarily those words mean that any who would content himself with idly folding his hands and doing nothing, or with standing aloof and complimenting himself upon his own righteous course, must be and is classed by the Lord with those that scatter. If we recognize what is the Lord's cause and what is his work, then we must choose to put ourselves in one or the other classes mentioned by the Lord himself. A passive attitude of doing nothing puts one in the class against the Lord; for he says so.

Activity Means Spiritual Growth

It is no wonder, then, that the Apostle wrote to the church: " Be not slothful in business [the King's business]; but fervent [heated] in spirit, serving the Lord." (Romans 12:11) "And we desire that every one of you do show the same diligence to the full assurance of hope unto the end." (Hebrews 6:11) Whosoever is fearful and afraid, indifferent or lukewarm, of neccessity puts himself into one class. Whosoever has perfect love in his heart for the Lord and that zeal peculiar to the Lord's house will have boldness in this day. (1 John 4:17) It is a happy and joyful service now because the King is leading and victory is with him.

No one Christian can judge another; but the Lord has made these things clear in his Word that each one can examine and judge himself. Some may be so situated that they cannot actively engage in

the service because of conditions over which they have no control, but these may find time in the evenings or at their door, or on other occasions, to do something to advertise the King and his kingdom. Let each one, then, do with his might what his hands find to do, and do it with rejoicing.

Great Demand for the Message

From all portions of the field (throughout the earth) come reports of increased interest of the people in the message of the kingdom. Never before has been such a demand for the message of truth as published by the SOCIETY. And why should it not be thus! The church nominal has been completely spued out of the Lord's mouth. No longer have the nominal clergy any food upon which the hungry souls can be fed. These unfaithful shepherds of the flock have abandoned them to starve and to the ravages of the evil one. Many of the weaker ones are turning to spiritism, and otherwise falling under the baneful influence of Satan.

The Lord is using his faithful followers to gather unto him those who hunger and thirst for righteousness, and has commissioned his faithful servants to carry to the hungry ones his message of reconciliation and comfort. He that gathers with the Lord is on the Lord's side. Happy is his lot.

Announcement

The SOCIETY wishes to announce that shortly after June 1st the STUDIES IN THE SCRIPTURES will be supplied in a new binding, which we believe will prove more attractive to the people than the present binding. The books will be bound in a different kind of cloth, of a deeper maroon than the present edition of STUDIES IN THE SCRIPTURES. The backbone stamping of the book contains, in addition to that appearing in the present binding, the title of the

volume. The front cover design contains the title of the volume, and in the place of the inscription, "A Helping Hand for Bible Students," there has been substituted the inscription, "The Way to Life and Happiness." The Scripture Index appearing in the back of each volume has been consolidated and is contained in Volume 1. This enables those possessing the set of volumes to locate in the entire set without referring to the individual indexes scripture that is either explained or quoted. Thus as a question is advanced, one can step to his bookcase, take from the shelf the first volume, locate the scripture citation in the index and find where the text is explained. The index includes a complete Scripture Index of Volume 7, STUDIES IN THE SCRIPTURES, which heretofore was not contained in the book. We trust, too, that the use of Volume 1 will emphasize the necessity of purchasing the other volumes, as no doubt some people will purchase only Volume 1; and as they refer to the index, the importance of possessing the other volumes will be emphasized with each reference. We expect that the STUDIES IN THE SCRIPTURES in the old binding will be permanently out of stock soon, with the exception of such supplies as may be on hand at some of the larger classes.

By his grace we are

Your fellow servants in the Anointed One,

WATCH TOWER BIBLE & TRACT SOCIETY.

METHODS OF WORK

There is quite a distinction between being overbearing and being persistent. Courteous, considerate persistency which manifests a feeling on the part of the worker that perhaps he has not fully presented the matter, and that he is anxious to be of real service, will often bring from the person canvassed questions or remarks that will manifest what further steps you should take in supplying the necessary information for him to act favorably. Looking at what you have said from the prospect's point of view will often bring a decision from the hesitating, almost persuaded individual. Regardless of what efforts he has put forth to accomplish a sale, the pains he has taken to place a book, the worker is never justified in making cutting remarks to the person he is canvassing. The courtesy displayed by the colporteur writing us as follows accomplished what he desired, namely, the placing of the books, even though he may have been compelled to experience some hurt feelings:

"Sold the set of seven, HARP, and SCENARIO to a man with whom I was working; and I believe that he will take the Reprints, G. A., and the WATCH TOWER. One of our neighbors who had bought a HARP from Sister B—— afterward ordered the regular colporteur to leave his door. He said that he knew more Bible than all the Bible Students put together. This man and his wife are studious. When they can get no solution of their own, they send over to see what we think about it. He sent his wife over to see if we could explain 1 Timothy 3: 16; and we sent Volume 5. Now he wants the entire set of seven volumes. The truth, with kindness, does the work."

In asking for a decision, then, do not be too easily moved by the excuses the people offer. In short, do not abandon too quickly the efforts you have so far put forth; for oftentimes a few additional remarks, fewer by far, perhaps, than the whole of what you have said thus far, will result in a sale. Forceful suggestions that tend to incite action generally prove to be an excellent way of obtaining results; for instance, such a suggestion as "Keep this book and start your reading tonight" is more likely to induce favorable action than the question, "Wouldn't you like to have a copy?" In the first instance you make a suggestion that carries with it a decision, and in the second instance you are asking them to decide; and it appears to them that the reason you do this is that you really are not sure what decision they should make.

Reinforce your Original Canvass

If the order has been taken, there is still work to be done by the worker; for sometimes after you have left, the people begin to reconsider what they have done. They question whether they have acted wisely in purchasing the book. The financial obligations that they are already under impress themselves upon their mind, and they begin to conclude that they should not have ordered the book; and in talking the matter over with the wife, they feel justified in refusing the book when it is delivered. To be sure, you advance many reasons why they should purchase; but now these reasons do not seem so important since you are not there to emphasize them. Such an attitude means that when you come to deliver the books you must spend almost the same amount of time as at the first to re-canvass them, and you may be unsuccessful in delivering.

Or, in instances where the book has been sold outright, they lay it aside and do not read it. The interest that was once alive they themselves have killed. An example of this is given in the following letter:

"A lady who is a member of the Plymouth Brethren Church, when first I canvassed her wanted to sell me six volumes of STUDIES IN THE SCRIPTURES because, she said, they are no good. I informed her that I would be doing her a great injustice if I bought them. I made a second call, and left a HARP at the home. The family are taking the course, and are well pleased with my explanation of Scripture texts."

The canvass is for the purpose of convincing the people of the necessity and the value of the book. They themselves were convinced that they should have the book; but now that you have left they are trying to single out some good reason that they might give to their friends or family in defence of their action, and a worker will find it to his advantage to use a little time after having taken the order to supply these reasons to the persons he has canvassed. It helps them to feel satisfied with their purchase, and in a case where the order is to be delivered later, they will be looking forward to using the book in some such manner as you have suggested. At this juncture it is well to emphasize the small cost of the book in contrast with its quality—dull finish paper that does not hurt the eyes when reading as does paper with a glossy surface, the gold stamping, the good, sustantial binding, etc., and any remarks such as the following advances a satisfactory explanation as to why they are receiving books of such good value at such a low price:

"I explain that the reason why the books can be sold at such a reasonable rate is that Christian people of means are contributing to the SOCIETY; that we own our own presses, book-bindery and that we do such a large volume of business."

Another method is to demonstrate the facility of the Scripture Text Index, showing them how they can step to their bookcase and, taking one of the books, locate any scripture and find the explanation of the passage in the book. For instance, if you are using arguments along the lines of present-day events you can single out a scripture on today's conditions and then advise them that this is dealt with in Volume —, Page —, but do not satisfy their curiosity by reading the comment in the volume. Rather lead them forward to using the book just as you have demonstrated. Always leave in their mind some question that has not been settled. Then they will look forward to using the book; and instead of thinking of excuses as to why they should not take the set when you deliver, they will plan ways and means to take the books and to use them when delivery is made.

Tactfulness with Zeal

Honest dealing and frankness must always be manifested in the attitude of the worker; in fact, this spirit should permeate your entire canvass. If any act or word, no matter how unconsciously, hints at trickery or misrepresentation, your sale is lost. Unfortunately opinions of this sort are very seldom expressed, and consequently it is for the worker to watch his words and actions to see that nothing in them warrants an opinion of this character.

Again, to suggest that they order because one of their neighbors has ordered is to approach them along wrong lines; for people like to feel that what they are doing is original in themselves. Therefore they often resent the suggestion that they should do a certain thing because one of their neighbors has done it, that they should be governed by what other people do. Still they place confidence in your work because of the way it has been received by others. A tactful method of meeting this situation is suggested in the following letter:

"Immediately upon giving my canvass I open my little note-book with names of people who have already purchased. This works just as the signing of the petition did for the brethren. Some people will note with interest the names and remark, 'Mrs.— is Catholic' or 'Methodist.' I try to remember these and so sell very easily; and in many cases it removes questions out of their minds. I assure the people that there is no obligation to them in buying the books. They remark: 'That is just what I was fearing.' Study your customer, and seek to answer the question written on his face. Of course, the point mentioned above is good perhaps only in a small town where a number of books has been sold."

Get the Books into People's Hands

A canvass or representation may be then considered as having seven principal parts, namely:

The Canvass
The Appeal
The Approach
Attention
Desire
Decision
Confidence

No one of these points can be singled out as the all-important one. The canvass must progress from one point to the other, always keeping in mind the person you are addressing, the prospect, and how you as the colporteur or worker should conduct yourself, and the object of your call.

Probably the thing which is most frequently lost sight of is the object of the call. Too often is the opinion held that it is not a matter of how many books you sell, but a matter of how many people to whom you witness the truth. This attitude is right and wrong. In the first place, the chief object is to place the literature in the hands of the people; for the literature will accomplish more than any remarks that you can make. The books leave them something with which to prove their new viewpoint and give something for the future reference. The principal object, then, is to place the books in their hands and let the books and literature do the talking and witnessing. Nor do we wish to be understood as saying that the employment of methods mentioned in the past few Bulletins means that any colporteur or worker by using these methods will always accomplish a sale. This cannot be expected. But it is certain more people will buy when a proper representation is made than when a poor and improper one is made. After all, we wish to get the literature into the hands of the people; for it will be of great use to them in the darkest period of the trouble, when all human agencies have failed. They can then find some comfort in the books which you have placed in their hands. Thus you can always keep before you the object of your work. Frame your remarks so as to incite interest of the people in the literature. Point them continually to the books for the answers to their queries; and you will then more completely realize the purpose of your service.

I. B. S. A. Week

August 19 to 25 inclusive will be known among Bible Students as I. B. S. A. Week. During this week a concerted effort will be put forward by Bible Students throughout the entire world to bring to the attention of the people the work of the International Bible Students Association as to the distribution of literature among the people in every land and all languages, the meetings that it is holding, and the message that it is heralding forth.

1922 saw a great witness in the large convention held at Cedar Point. Since there will be no large general convention this year, an effort to draw the attention of the people of the world to the work of the I. B. S. A. will be made by the workers going forth, canvassing for the I. B. S. A. literature. The principal canvass will be for the full set of STUDIES IN THE SCRIPTURES and the HARP OF GOD at $2.85. More will be accomplished by canvassing for the eight books than by canvassing for the HARP OF GOD alone. You will be enabled to place more sets of STUDIES IN THE SCRIPTURES in this manner. But if you fail to place the set, then canvass them for the HARP; and if you are still unsuccessful in placing the literature, offer the 10 cent booklet— "World Distress— Why? The Remedy."

Supplies have been shipped to all classes preparatory for this work. We do not mean that efforts to place the books are to be postponed until I. B. S. A. Week. You may proceed immediately to dispose of the supplies sent you; and if you are in a position to dispose of an additional supply, we shall be glad to extend such further credit as may be neccessary to fully equip you with the literature for that week's work.

Bulletin

AUGUST 1, 1923

REPRESENTING THE KING

"Now then we are ambassadors for Christ, as though God did beseech you by us we pray you in Christ's stead, be ye reconciled to God."—1 *Corinthians* 5 : 20.

AN AMBASSADOR is one who represents the king or ruler. His is a most honorable position. Every spirit-begotten and anointed Christian is by reason thereof the ambassador of Christ. He represents the King of glory. No person in this world ever held so honorable a position. Brother Russell once wrote: "The English ambassador at Washington receives a salary of $60,000 per year, equivalent to more than $20 per hour. As ambassadors of the King of kings we hold a still more dignified position; and our time, from God's standpoint, is worth still more." How true that statement! The value to oneself of honest and faithful service unto the Lord cannot be measured by money. Ambassadors for earthly kings labor for a substance that soon loses its value. Those who represent the now tumbling thrones of Europe

realize this. But he who works in the cause of the Lord labors "not for the meat which perisheth, but for that meat which endureth unto everlasting life." (John 6:27) What a blessed privilege, then, to be the ambassador of the King of glory!

Rewards that Benefit Both

True, the tangible compensation for the present is small, yet the Lord sees to it that those who labor in his cause suffer not for bread. (Psalm 37:25) He knows what things we have need of, and graciously provides every need. But there are present rewards. Amongst these is the joy of the Lord that comes to one who serves for love. To know that you represent the King of kings; that his kingdom is now being set up, and that you have a part in making that known; that this blessed kingdom of righteousness will undo all that the wicked one has done and will bring lasting relief to the people who for ages have been groaning and travailing in pain, waiting for this blessed kingdom: to carry this message of salvation and comfort to the hungry souls and see their countenance light up with hope— all these things bring real joy to the heart.

But a Foretaste

Then by faith look a little further on, when the ambassador's change to glory comes, when the laborious part of the service here has ceased and the work of love goes on in the presence of the King.

By faith look forward to the multitudes of earth having the burden lifted from their shoulders, the eyes of their understanding opened, the deaf ears unstopped; and behold the hosts long silent in death awakening and coming unto the temple of God with songs and everlasting joy upon their heads. This picture, which soon will be a reality, brings real joy to the heart. Then look higher still to the time when the ambassadors shall stand in the presence of Jehovah, beholding his loving countenance, him who in love has planned it all. And behold the glory and beauty of the Lord Jesus, who in love has executed that plan; and then remember that standing in his presence will be fulness of joy, and that at his right hand will be pleasures for evermore.

Working for Position in Spiritual Phase

Can such boundless riches be measured by any or all of the wealth of earth? No, indeed! All such is but dross. Blessed, then, is the position of the ambassador of Christ who now, prompted by loving devotion to his Lord and King, renders joyful service, thereby laying up treasures unto eternal life. Our Lord and Master would have us now by faith see some of these riches to come, that we might be fed as new creatures and strengthened in hope as we seek to faithfully represent his interests here.

Each day every colporteur, every class worker should go forth to the service with increased joy, singing in his or her heart: "The Lord is my strength and song. Gladly will I represent my King."

Points for Canvass

Good Morning!

Do you expect to be one of the 'millions now living who will never die'?

You would like to live on earth forever, wouldn't you?

There is a way to life and happiness.

Christians of all denominations have prayed for this time: "Thy kingdom come; thy will be done on e-a-r-t-h."

The Bible foretells the world conditions that will mark this time as "a time of trouble such as has not been since there was a nation."

The world is in distress. From the affairs of the nations to the door of every household there is sorrow and perplexity. It grows worse daily.

The statesmen and leaders have lost control, and this world distress is identified as the time spoken of by Jesus: "Upon the earth distress of nations with perplexity, men's hearts failing them for fear, looking after the things that are coming upon the earth."

Big business is oppressing the people; politicians seem to be in league; the clergy have lost faith in God's Word and are turning to higher criticism.

There is no way to life and happiness under present conditions; for happiness is ever marred by sorrow, pain, and trouble and d-e-a-t-h.

You are living in the greatest period of the world's history—the transition period. This evil world is being ushered out. God is establishing his kingdom. You may be one of those favored individuals who will never die. You may live through this trouble.

The Bible mentions this class, saying that they are those who are seeking to know righteousness.

God's Word, the Bible, tells of God's plan for man.

The International Bible Students Association is seeking to help people to understand God's Plan and is offering a library of eight topically arranged BIBLE STUDY Books written in ordinary, not theological, language.

With the help of these volumes you are able to answer such questions as: Is there any significance in the present-day breaking up of kingdoms and empires and republics?

To what catastrophe does prophecy indicate conditions and events are leading?

How was it known thirty years before that the end of the world would begin in 1914? (Hand the prospect card 345-358 to glance at as you proceed)

You can look into scriptures and prophecies that are obscure. You can have an explanation of any text in the Bible; for this complete index locates where the scriptures are explained.

The HARP BIBLE STUDY COURSE has been included in this library of eight volumes. Weekly reading assignments are mailed and a self-quiz card.

You don't submit written answers; the cards help, as you read to watch for the important items.

The entire library of eight books, coutaining over four thonsand pages, for $2.85 for the entire set.

Keep the HARP OF GOD and begin your reading tonight. I will bring you the other books Wednesday. But I wish to make clear that there will be no further payments upon delivery than two dollars and eighty-five cents.

Advertise the KING and KINGDOM

METHODS OF WORK

I. B. S. A. Week, August 19th to 26th inclusive, will have as its special object canvassing for the sale of the seven volumes of STUDIES IN THE SCRIPTURES and THE HARP BIBLE STUDY COURSE for $2.85, ending the week's work with the public meeting August 26, subject for which is to be "All Nations Marching to Armageddon—but *Millions now living will never die.*"

The work done with the HARP has located many people who are interested in the I. B. S. A. publications, many who are extremely sympathetic with the presentations in our literature, and who, when pressed for a reply as to their views on religious matters, frankly state that the I. B. S. A. gives us the most reasonable explanation of present-day conditions. This interest on the part of the people has been accomplished by the work in the field. Looking back two or three years, no doubt every class can remember the opposition to its work: but by their service in the field the Lord's people have overcome or broken this opposition by persistently telling the truth. People are desirous of learning the International Bible Students Association's view upon religious subjects; and the STUDIES IN THE SCRIPTURES provide them with a complete library on every subject of importance to the people of the world.

Recognizing this attitude, the recommendation of the SOCIETY is that from henceforth the principal canvass be for the eight volumes. Failing to place the entire set, canvass for the HARP BIBLE STUDY COURSE; and failing to place the HARP BIBLE STUDY COURSE, then canvass for the booklet "World Distress—Why? The Remedy."

Experiment to Demonstrate

Feeling that probably the experience of the colporteur might be duplicated with the class workers, we submit here our correspondence with a number of colporteurs. When the eight volumes at the price of $2.85 were first announced, many colporteurs began canvassing for this offer immediately and enjoyed marked success. Others hesitated; and to these particulnr ones we wrote the following letter:

"In checking over your reports we note that you have not disposed of full sets of STUDIES IN THE SCRIPTURES and THE HARP OF GOD. We are wondering whether you have tried ont this offer, and if so, with what success. The reports of colporteurs who are working with the full sets of STUDIES IN THE SCRIPTURES indicate that there is quite a large field for disposing of these books. We are certain that you would be successful in placing more literature in the hands of those you canvass if you present the full set of STUDIES IN THE SCRIPTURES to them first; and then if unsuccessful in placing these, canvass them for the HARP BIBLE STUDY COURSE, or booklets. Ultimately people will purchase the full set of STUDIES IN THE SCRIPTURES; and we are certain that the time is here when the majority of them will take advantage of the offer that you bring to their attention. We would like to have you try canvassing for the full set for a few days. It may be that you will not place so many full sets as you expect; but we are certain that you will place more than when canvassing merely for the HARP OF GOD. Then, too we are certain that the canvassing for the full set will not influence in the least your success in selling the HARP or the booklets. The experiment, we believe, [illegible] ed to be advised by you whether your experience is the same as that of the colporteurs reporting to us."

The following are a few of the replies we have received:

Sets Placed Where Harps Only Would Have Been Sold

"In reply to your letter of recent date will say that when I first entered into the work in Medina, N. Y., I tried the canvassing with the complete set of Volumes together with the HARP and found that I did not have very much if any success with them. And as I thought perhaps it would be better to get one rather than none at all into the hands of the reading people of Medina, I used the HARP and found that I did fairly well with it although prejudice seems to be great in the city. They certainly do not wish to know of the great King and his wonderful kingdom which is soon to be established. But on receipt of your letter I thought I would at least give your suggestion a fair trial, and so on Friday morning, the day I received your letter, started out. Though I did not do a rushing business, still in three hours after starting I had received two orders for the complete set, including the HARP. In the afternoon I was unsuccessful, but the dear Lord gave me the privilege of leaving the message with one here and there, for which I was truly thankful. I will continue canvassing with the complete set of volumes, and wish to thank you for your many suggestions which have been a decided help to me in the work."—*Jennie M. Casbohm, N. Y.*

Proved Capable of Greater Work

"An honest confession is good for the soul. I must confess I did not canvass for the STUDIES. I thought that I could not; it looked too big a thing for me to do. LAST Friday I made up my mind that I would try canvassing for the STUDIES, and I sold two sets and eight HARPS; so I felt greatly encouraged. Then when I received your letter I was determined to do as I was advised; and I went out the next morning, and sold four full sets in three hours. Believe me, I was not trying to do *my* way, but I felt so weak and incompetent that I didn't think I could sell SCRIPTURE STUDIES; but I learned my lesson well. If we give ourselves wholly over to the Lord and let his will be done with no thought of self, he can do wonderful things."—*Mrs. Carrie C. Moore, Md.*

Task Looked Hard

"Your letter of June 21st received today. I rejoice to say that on this same date I started to canvass for the complete set with HARP COURSE, and to my surprise have the promise of four sets in the near future, one already promised for July 1st. It seems really easier to canvass for the complete set than for the Combination; at least that is the way is seems so far."—*Mrs, Bessie Browning, Ga.*

Sold Out in Three Days

"I have just finished my first week's efforts along the line of selling THREE complete set of eight volumes. I worked about three days, and received orders for the whole ten sets you sent me, and delivered three of them. Also received orders for three HARPS, and sold four. Hope to receive more sets soon. I am so glad that our Lord has permitted me to take up the work again."—*Mrs. Frank Ross, Ind.*

Overcame Impediment to Sets Canvass

"I think I made a mistake in not going out with the full sets sooner. One reason why I did not was that I was not physically able to carry the set all day. A few days before I received your letter. I had been canvassing for the full set with at least fairly good success. Now I am carrying the first volume, seveuth volume and prospectus."—*Mabel Barton, Wash.*

Took Them Along, And They Sold!

"Your letter of the 17th of this month has been received. I had not been canvassing for the whole set of SCRIPTURE STUDIES, but only for the HARP OF GOD, for I have not been able to learn a canvass for the full set. This last week, however, I have taken a full set along and showed them to the people who were interested in God's Word, and have orders for three full sets."—*Hermine Sickmann, N. Y.*

Same Number of Sales—More Books Placed

"In answer to your letter of June 21st, will state that the first day I canvassed for the set of STUDIES IN THE SCRIPTURES I met with no success: but on the second day that I canvassed. I took orders for four sets and several HARPS. The following day I took an order for one set, but sold seven HARPS. So it varies greatly; but nevertheless I am rejoicing in proclaiming the message of the Lord's presence and of his preparation for the establishment of his kingdom."—*Miss Olga Geving, Minn.*

Set Offer in Time with People's Inquiries

"I have no trouble to sell the complete sets; and the attitnde of the people convinces me the world is ready for the message and is willing to take note of what we say."—*Mrs. N. A. Johnson, W. Va.*

Greater Bargain Values

"Your ever welcome letter of the 17th received today and contents carefully noted. In reply would say that most of my sales were of the full sets of eight books. I sold the sets more readily than the separate books or the Combination."—*Geo. E. Kafoory, Pa.*

Proving Itself Opportune

"I wish to say that in years past I have sold many of the different publications of our SOCIETY, and experience teaches me that the method suggested by you to try to sell the full set of STUDIES IN THE SCRIPTURES first is the most successful method of getting the message to the people."—*J. C. Stewart, Tex.*

Many of those whom we wrote have replied that they did not have the books on hand. Others said that they had on hand a large quantity of Combinations which they wished to dispose of first; but that they intended canvassing for the entire set very shortly. Of the replies we have received, *not one has stated that his experience in canvassing for the eight volumes has been unsuccessful.* This only emphasizes the advantage to be enjoyed in canvassing for the complete set as compared with canvassing for the HARP alone. The following are a few letters we have received from colporteurs who have been canvassing for some time for the entire set. We are certain that, considering the amount of time that class workers can devote to the service, they will enjoy as marked success in the sale of the books as have our colportuers.

"Our report for the week ending June 15th is as follows:

E. A. Kennedy	Sister Kennedy
15 full sets, 8 volumes	14 full sets, 8 volumes
1 Harp	12 single books

Our report for June 22nd was:

E. A. Kennedy	Sister Kennedy
15 fnll sets, 8 volumes	11 full sets, 8 volumes
4 Booklets	6 Harps
	4 Booklets

Making in all for two weeks, 55 full sets of 8 volumes, and 19 single books, and 8 booklets."—*E. A. Kennedy, Ind.*

Efforts Blessed

"I have put in over 80 hours work the last three weeks, that is, canvassing and delivering, and sold 6 full sets of volumes and HARP COURSE, 4 sets of seven volumes, 2 sets of the first six volumes, and one extra volume. I also sold 20 SCENARIOS. 9 Our Lord's Return. 2 T. D.'s and some Millions books. Considering my lack of experience I think that is fine, don't you?"—*Reeva Wheeler, Mont.*

Sales of Eight Books

"This week I came back to the lower part of the county where I was working before the convention. In a small village I have tried the set of STUDIES and HARP BIBLE STUDY COURSE. I have sold and delivered 81 complete sets and taken orders for 10 to be delivered August 1st. I could place single copies of the HARP in five homes where I could not place the whole set."— *Eva M. Gilman, Maine.*

In One Week

"I received both boxes of goods. I sold 30 sets last week. I had a beautiful display room for my books; but as the lady is renting her house out. I am making some changes."—*Scottie P. Lee, Ill.*

Tried-Out Territory

"The place where I dreaded to go because of certain rumors afloat concerning murders, etc., so far has yielded very good results and there is absolutely nothing to fear. Today I took orders for seven sets of 8 volumes, 8 HARP COURSES, 6 Foreign Volume A, took a year's subscription to the WATCH TOWER, besides a few booklets."—Anna E. Myers, Pa.

Prospect for Large Sales in Next Four Months

We would be pleased to hear from the workers as to the success enjoyed in canvassing for the eight volumes, especially if you have more difficulty in placing the eight volumes than you have in placing the HARP alone, and just what these difficulties are.

Indications in the financial and business world are that by December 1st there is quite likely to be a season of business depression, but up until that time the present prosperous condition will continue. Accordingly, the months of August, September, October, and November, in fact the most favorable months for canvassing in the year, will find the people in a position to purchase the entire eight volumes; whereas after this season, being pressed financially, they will naturally seek to guarantee themselves the necessities of life before purchasing books. Additionally they will have the volumes on hand for their comfort in a time when they will not only have opportunity to read them, but when they will be seeking for an explanation of the increasing trouble they are passing through. This is the primary reason for giving attention to canvassing for the eight volumes now. Hence we urge that the workers profit by the experience of the colporteurs as herein submitted, and make their primary canvass for the seven volumes of STUDIES IN THE SCRIPTURES and the HARP BIBLE STUDY COURSE.

With Christian greetings, we are

Your brethren and servants in the Lord,

Watch Tower B. & T. Society.

Bulletin

SEPTEMBER 1, 1923

BE WISE

"The King's favor is toward a wise servant."—Proverbs 14:35.

PEOPLE of the world love the favor of their king. They are willing to make any sacrifice to obtain that favor. But when obtained, the favor of an earthly king is but as a fading flower. It is hollow and meaningless. He who obtains the favor of the King of kings and Lord of lords has gained a priceless jewel. His favor cannot be obtained by the use of anything this world can produce. He who obtains the favor of the great King must be wise.

To be wise in God's sight means to apply knowledge according to his holy will. His will is expressed in his Word; hence we must find from his Word what he would have us do and then do it joyfully. God is love. The King Christ Jesus is the express image of the Father. He is the fairest of ten thousand and altogether lovely. What, then, is the will of God concerning those who have made a covenant to be his servants? The answer is, "This is the will of God concerning you, even your sanctification." This means a complete setting aside of oneself and a devotion to the Lord and his cause. The motive inducing one to take this course must be love for Jehovah and the Lord Jesus out of a pure heart.

As one increases in appreciation of the Lord and the privilege of being his representative, he grows in love. A wise servant, therefore, is one who loves the Lord with a pure heart and is thoroughly devoted to his cause. Now who shall have the King's favor? "He that loveth with a pure heart and hath grace upon his lips

shall have the King for his friend." (Proverbs 22:11, *Leeser*) Otherwise stated, it means that we must love the Lord and his cause, and that this love will induce us to speak gracious words concerning him and his cause, words of favor to mankind. Hence such a servant will be looking diligently for opportunities to glorify the Lord by telling others of his gracious provision for their salvation and blessing. He will possess that zeal peculiar to the Lord's house. Zeal is really love in action. It is like a fire of glowing coals, and this in one's bones impels him to glorify the Lord by making known his gracious provisions for the relief of mankind. The poor world needs this sweet and comforting message now.

The wise servant, therefore, is he who grasps the opportunities to tell others that the King is present; that his kingly authority is being exercised, and that the only solution for the ills of mankind is his kingdom. This message is contained in the Bible as explained in the STUDIES IN THE SCRIPTURES and the "HARP OF GOD" and other of our publications. Let us be wise, therefore, and put the message of the Lord into the hands of the people now. Those who are doing this understandingly have entered into the joy of the Lord. Let us be wise and we shall be joyful; and if joyful, we shall be pleasing to our Lord and King.

Those who are serving the King now with a joyful heart are laying up treasures in heaven—treasures which never can be destroyed by the molding canker, and which thieves cannot break in and steal, but a treasure that is ever enduring. These have much joy now in performing the duties of an ambassador of the King; and he who wisely performs the duties of that office will have the everlasting favor of Jehovah and the King of kings. He shall have an abundant entrance into his kingdom and with him participate in undoing all the evil that Satan has done, and witness and participate in bringing a generation to health, happiness, joy and peace. In the ages to come he will enjoy the exceeding riches of the grace of God. What a privilege now to represent the Lord, and the King! What a glorious prospect set before those who in wisdom perform the duties laid upon them! Every wise servant will now seek to put forth his best efforts to advertise the King and his kingdom. Let every follower of Jesus ask himself: Am I a wise servant according to the divine standard?

METHODS OF WORK

The knowledge that each one possesses of the truth has been gleaned from the seven volumes of STUDIES IN THE SCRIPTURES. The newly interested are pointed to the STUDIES IN THE SCRIPTURES as the best helps for Bible students. The ultimate object of all canvassing during the past years has been to interest the people sufficiently to get them to read the STUDIES IN THE SCRIPTURES. Hence every effort that has been put forth was aimed to place the complete set of STUDIES in the homes. The launching of a campaign that would circulate complete sets was hindered first by the persecution of 1918, and later by the high cost of material. The past few years have overcome prejudice, and the interest manifested in the work has been such as to warrant the manufacturing of complete sets in sufficient quantities to procure a price that would be within the reach of the people. The STUDIES provide a complete reading matter and a full explanation of Bible themes. The HARP BIBLE STUDY COURSE has laid out an orderly course of reading; but the STUDIES IN THE SCRIPTURES must be depended upon to give a complete, detailed explanation of Bible themes. It is a distinct advantage to the people to have such a complete library in their homes during these troublesome times, indexed as it is, topically and Scripturally, so as to permit the answering of their queries from the Bible viewpoint.

A direct inquiry to colporteurs who were not canvassing for the sets of STUDIES IN THE SCRIPTURES brought forth various replies. Examining these we believe that they are well summed up by the resumé of the following colporteur:

> "There is a quasi or pseudo conscientiousness with which some of us have been afflicted, and which is of the adversary, that makes us tend toward reticent agreement with the people lest we infract the Golden Rule; whereas we should be filled with a sure-enough conscientious and dogged persistence, fearing lest we should fail to place this boon within the reach of some honest and hungry souls."—Roy D. Goodrich, *Miss.*

Others have had the difficulty mentioned by the sister writing us as follows:

> "All the sets which I had sold previously I sold on first call; but I see now how I have been too timid in presenting same, being cowed down by cries of poverty raised by some. The Lord has made it plain to us what he wants us to do, and what the seasonable work is."—Mrs. B. Abbott, *Conn.*

Still others who felt that they would at least try the work out have obtained the results as the following letter discloses:

> "I started out in earnest with the sets. Last week I sold and delivered one set. Saturday I took orders for three sets and delivered them all. It is Wednesday night, and I have sold seven sets this week, and we are out of sets. I did not think that I could sell them so well, but now I am enthusiastic about it. I have sent for ten sets; and now I am going to send for twenty more sets. I think I did not have faith enough, or I should have had more books here now. I am surely glad that you urged us to try out the sets."—Emma Martin, *Cal.*

In all, attacking the selling of sets in the spirit of the colporteur who writes us as follows is bound to obtain results:

> "I have used the advice from the Bible House since 1905, and I heard that wise and faithful servant advise the colporteur brethren to canvass

everybody, in order that we may get the right one. At all times I try to appear before the public as neat as possible. I keep my shoes shined, and my clothes neatly pressed, clean collar and black tie, always well shaved, and keep my teeth clean. We hold before our minds at all times that we are God's ambassadors, and that we have the authority, and that he expects to use us to his name's honor and glory. I started out in 1905 with the determination to make my calling and election sure and to advertise the King and the kingdom, whether the people hear or whether they forbear; and I try to keep before my mind at all times that I am not my own."—R. G. Crawford, *Texas*.

When you approach the people with the STUDIES IN THE SCRIPTURES, it is well to have in mind the proper points; and this is manifest in a consideration shown those you are canvassing.

"It is not so much the argument you put up as it is a willingness to do the Lord's work. I find that the less said, the quicker the sale. You can talk yourself in and talk yourself out so easily, as most people to whom we talk are of the world. Everybody should know a Catholic as soon as one comes to the door, and should not talk Bible or man of sin. I sold four Combinations to four Catholics straight in four homes."—Joseph Perkins, *Pa.*

"I went to a doctor's home here, and had to go to the back door, as they were working on the front. The lady told me that she did not have time to talk to me, and that if I had something to sell she could not buy; for she had just bought a $50.00 set of books on the Bible, and she had heard money until she was tired of it: that they had gone through such strenuous times, paying for their new church and piano; and that their preacher had a loose screen on his window, and asked the church to send someone down to tack the screen back. Then I told her that I would take up only a few moments of her time, that I had some good news, advertising our new King and his kingdom. That attracted her attention. She asked, 'Who is the King?' I told her: 'It is our dear Redeemer.' Then she asked many questions and bought the HARP. She apologized for treating me so impolitely and invited me back, saying that if I had something to sell so cheap which told so many good things, she wanted it."—E. R. Poe, *Ala.*

Remarks that are aimed to obtain immediate interest not merely should be those of the spectacular, sort but should also seek to hold the interest created. In the examples afforded in the letters herewith, one colporteur emphasizes the fact that he has a message to give. The other gives a method that often overcomes the antagonism manifested when an agent disturbs people in their work.

"A woman, when she sees the books in my hand, says: 'I don't want to buy any books'; and she almost has shut the door before I can utter a word. But quick I must be to say: 'No, Madam; I don't want to sell you a book; I want to bring you a message.'"—Herman Franck, *Pa.*

"We have found here that keeping the message constantly before the people, in other words repeatedly hammering away the same old thing 'Millions Now Living Will Never Die,' has awakened both interest and curiosity which has developed into interest. Our newspaper office manager after discussing our theme and methods concluded with. If what these people preach is half as true as it sounds, they should charge $5.00 for admission to their meetings instead of admitting the public free.'"—Louis Gleekman, *N.J.*

"The section in which we are working is a cotton belt, and at this time of the year money is scarcer than at any other time. The following is a record of the number of complete sets of 8 volumes which I have left on each of the days I have thus far canvassed for the $2.85 offer:

"First day 4½ sets, Second day 4 sets, Third day 3 sets, Fourth day 4 sets, Fifth day 2 sets, Sixth day 2 sets, Seventh day 3 sets, Eighth day 4 sets, Ninth day 3 sets, Tenth day 2 sets, Eleventh day 5 sets, Twelfth day 3½ sets, Thirteenth day 5 sets, Fourteenth day 3 sets, (half day) Fifteenth 3½ sets, (half day).

"This section has been canvassed to death by book agents. Therefore as I approach the prospective buyer, realizing that he thinks, 'There comes another agent.' I generally try to pass some remark that puts him in good humor and

on a more confidential footing. If the party is on the porch or in the field and sees me approaching, as I come up my remark is often: 'I suppose you think there comes another agent, and most agents are after your money, but I know you haven't any, so I could not be after that.' I try to feel and act as free and easy with each one I canvass as I would if I were talking to my relatives. If the prospect hesitates but gives evidence of being ready to buy, I simply pass a few remarks about the price of the books and try to close the sale. If the party does not show interest, I then point out some other features of the volume, showing how beautiful the style of reading is by reading 'Close your eyes . . . ' on page 191, Volume A."—F. H. Dougherty, *Tenn.*

"In approaching the people I first attract their attention to the state of unrest and trouble upon the earth at the present time."—Miss A. Billings, *N. J.*

"My methods of procedure vary with the individual addressed. If indifference or curiosity is shown, I wake them to attention by saying, 'Do you know that the time is at hand for millions now living to live always on the earth and not die?' They show the extent of their interest by a quickening nod, a look, a smile of ridicule or of interest, or disdain; but more often with, 'How do you know?' This is what I wait for."—Anna E. Myers, *Pa.*

In order that your remarks may appeal to the people, they should apply to things that exist today, and should demonstrate that what you have for the people applies to today's problems and today's life.

"The only class I find opposed consists of those bound in Babylon: so I try to prevent this by explaining that the churches do not preach these things because founded long before the kingdom was at hand; that Daniel, who prophesied of these days, was told he could not understand them till the 'time of the end'. If they persist that they are Methodists or Baptists, etc., and do not wish to change, I ask them if they would do the rest of their thinking or living as people did in 1728 or 1536. This always brings a smile and 'No'."—Mrs. Wood Toulson, *Ind.*

"I find that the people are much less prejudiced than I had expected to find them, and are much more willing to investigate the truth. It seems that the people in general think we are living in the time of the end, and I find it very appropriate to tell them how the prophecies in the 24th chapter of Matthew have been fulfilled."—Mrs P. F. Arthur, *Ga.*

"I start in with the HARP, show them the ten strings, the questions, and the scriptures all through the book, showing that the answers are all scriptural. Then I show the set of seven and call their attention to Volume 1, and especially to the 15th chapter 'The Day of Jehovah' and tell them it was written in 1886."—E. A. Kennedy, *Ind.*

Next, your mission should be pointedly stated or disclosed. It is no advantage to keep the people in suspense long: for if there is an intimation that you are not certain about what you are speaking, they will seek to present questions that will lead you from your canvass, or else draw your call to a very abrupt close. Since you have called, you have taken the offensive; and the people are depending upon you to make your call not only interesting but also profitable.

"As one sister went to a door, a lady met her kindly and said that as she was very busy housecleaning and very tired, she did not have time to talk. The sister said: 'Well, my dear lady, I will take just a few moments of your time if you are busy. But I do want to tell you that the dear Lord is now present and setting up his kingdom; and that we have come to a time when there is a class of people who will never die, but if they come into harmony with the Lord and his arrangement may live forever.' The lady unlocked the screen door and invited the sister in, telling her that when she saw the books she just thought it was a common book agent and that she did not want any books of fiction. The sister told her that she was not a book agent but a messenger of the Lord sent out to proclaim the glad tidings. The lady said: 'I believe you are', and in a few moments had purchased the HARP and the Combination."—Mrs. C. W. Elrod, *Ia.*

"There are two ways in which a sale of books takes place: (1) After I have made the plan as clear as I possibly can, the majority of the people seem interested. I present the set first, telling them where to find the different parts of the plan they seem most interested in. I also stress the reasonableness of the price, telling of an incident where some one connected with the printing of books remarked upon the reasonableness. Thinking that by taking a set is the only way to hear more of the truth, those who are very interested take a set. (2) If while talking I find the person to whom I am talking is not interested, but that any relative living at the same address might be, I make an appointment to call on a Sunday morning; and thus far have not failed to place a set by this plan. Also I find that I am able to spend more time witnessing by the latter plan than I othwise would; so I use it at every opportunity."—Avelyn Sainthill, *N. J.*

"Many people, as I approach them, state that there is no use spending any time with them as they do not want any books. I pay no attention to these remarks but proceeds to canvass, with the result that their minds soon change and they want the set. Those who will not give me a hearing, I canvass briefly for the HARP, not opening the case, but using an extra one carried for that purpose."—F. H. Dougherty, *Tenn.*

'I find it very important to find out if possible what line or point one is particularly interested in and to talk on that point. Feeling around to see what attitude is held towards the churches, I sometimes say: 'You know there is so little time at Sunday School to get anything.' One lady said in answer to this: 'Yes we just get interested in studying one of the Bible character when we have to quit.' I found out as I further talked with her that she was growing tired of the way the churches were doing."—Nellie Severance, *Mich.*

Proceeding with the argument, you should have reason after reason why people should purchase the set of STUDIES IN THE SCRIPTURES. As one colporteur recently remarked: "If a prospect gives any reason why he should not have the books that I cannot answer, then I grant that they have the best of the interview, and that their reasons for not purchasing are good ones. But for the most part, I feel I am obligated to answer the reasons and excuses that do not justify them in not purchasing."

"I think one of my weaknesses is to turn away from people too quickly; for if they do not show interest in some way, I am afraid of arousing or increasing prejudice; as I feel that every one in the world is prejudiced against Pastor Russell's works. This is in my mind constantly; and I have that feeling to work against. But I can see now, of course, that the prejudices is fast decreasing, and I find some have never even heard of Pastor Russell."—Nellie Severance, *Mich.*

"By this time they make some remark that will help me to press harder; but I never let them think that I would sell less than the eight volumes. I find it just as easy to sell the eight volumes as to sell a single book, and easier."—A. E. Kennedy, *Ind.*

"I feel sometimes when I turn away from a door that something could be said to induce the person to buy, and if *some* colporteurs were there they could surely take an order. I am beginning to use new points in the recent letters and *Bulletins* sent us. I think they are all good and shall work them in."—Nellie Severance, *Mich.*

"The HARP is a wonderful book to sell, and easy; but one must study it so as to be able to turn to the page and show the people the point about which one has been speaking."—Herman Franck, *Pa.*

"I also meet some people that say they want nothing to do with Russell's books or Russellism. If they have none of the books I offer to lend either the 'Millions' booklet or the HARP, telling them that the book will point them the Scriptures that prove the statement that millions now living will never die; and very often they will buy one or the other of the books. I have five books out now that I lent and have sold several sets to people after allowing them to read one of the books. One lady had the full set of seven, but had not read them, because she had found out that Pastor Russell was the author. I succeeded in selling her husband the HARP. I laid out the whole eight volumes for one man to view, telling him what they were; and he guessed the price at $25.00. He would like to have the books, but could not spare so much money just now. But when he learned he could get them for $2.85, he soon produced the price."—Chas. L. Galbreath, *Pa.*

In proceeding your remarks should keep pace with the person's thoughts. First, "Do I need it?" Second, "Will it serve my purpose?" Third, "Is it the best?" Fourth, "Is it authoritative?"

"I find that the STUDIES IN THE SCRIPTURES are filling a long-felt want: for many mothers express themselves as being unable to answer their childrens' questions on the Bible or their Sunday School lessons. I urge home Bible Study to each mother in order that she might be a Sunday School teacher to her children as well as a mother; in fact, that it is a duty long neglected by them. This took well with all mothers I canvassed: and some would remark that they could learn from books as well as could children. I find it a little chilly getting into homes; but many realize afterwards that my visit was really a desire to bless them and theirs, apologize for being cool and uninterested in the beginning. The price of the books astonishes them and causes them to think 'nigger in the kindling'; until I explain more fully our purpose and the giving of all our time, talent (such as we have) and influence that the message might go free to all before the dark night of trouble in which no man can work. I have placed 151 books; and many took my home address to write to me when they saw that they could pay for them."—Blanche Anderson, *Wash.*

"If the interest is shown by asking questions, I answer one or two that can be explained very briefly, but refer them to the books for a clearer, better answer than what I could say; and besides, they would have the Bible references to use."—Anna E. Myers, *Pa.*

You may ask some personal questions that will make manifest the prospect's attitude; some points that will bring out their objections. Next, emphasize how easy it is to possess the books; why the books are being sold so cheaply. Arrangements to deliver on the installment plan will often close the sale.

Next is to insure delivery; and a demonstration of the advantages of the books, how to use them, their binding, quality of paper, etc., will leave them looking for delivery day.

"There is one objection that arises from the cheapness of the books. The people wonder why they are so reasonable and surmise that something must be wrong with them. This must be met also. In meeting this I often comment: You probably wonder how the books can be sold at such a low price."—F. H. Dougherty, *Tenn.*

"When people tell me, on account of prejudice, that they can get all they need from the Bible, I reply, 'Then you do not attend church?' 'Why, yes!' 'What for, if your Bible is all you need? And would you expect even a minister to give sermons with only his Bible for an aid?' "—Eunice S. Lamson, *N. Y.*

"Prejudice is the greatest obstacle to overcome. If this is slight, I usually ignore it, simply trying to present the matter in a sincere and earnest manner. I know that some have bought the books who were prejudiced, but hid their prejudice when they found that they were not being antagonized."—Geo. F. Jacobs, *W. Va.*

"I usually put a few direct questions or remarks to the person, as: 'No doubt you yourself or some one very dear to you was affected by the Spanish Influenza epidemic and so you realize what a terrible pestilence it was', or 'You yourself can see by reading the daily papers that conditions are getting worse. Have you noticed that nations are looking for a leader like Lincoln but they admit they can find none?' Questions like this usually bring a spark of interest to the face of the litener, and then, after completing as briefly as possible, I try to picture conditions as they will be shortly after for those who are carried over and through the time of trouble. Then I present the set. I carry only the Seventh Volume and the HARP. I say nothing about the sale of single books at all, unless I see that the person cannot possibly buy the set."—Miss A. Billings, *N. J.*

"If they say they do not need them, I show how they can be used: First, by reading for the interest which holds one; second, by reading with the Bible in hand, ready to prove every statement made; and third, by using them for future reference in case they are reading a certain portion of the Bible which is not clear to them, in which case they look in the back of the volumes for the reference, turn to the page, and read the explanation given."—Anna E. Myers, *Pa.*

"I often find that a desire for the books can be made by showing the list of Scripture citations in the back of the books, telling them every important Scripture text is considered in these books, and they can look up those certain texts or their Sunday School lesson by means of this index, the right book being found by means of the general subject of the book. The question feature is another good point. I also show them the contents of the books under the general headings in the front of the book, and speak of the books as really a complete Bible Encyclopedia in that way, so as to be able to find any subject or text desired. People nowadays are so busy that they despair at the thought of wading through volumes to find an explanation of a text; and if it is made simple to find, they want it."—Mary J. Withers, *Idaho.*

The getting of the books into the hands of the people will depend much upon the ingenuity and personal initiative of each worker. Ways and means, adjusted to the methods that each employ, will require the thought of each one. Thus we believe that much is to be accomplished in placing the sets in the people's hands as compared with placing a single volume.

"I have made 52 calls since receiving the 'World Distress—Why? The Remedy' booklets and sold 45 with 11 HARPS and 3 full sets of Seven Volumes. I wish also to express my gratitude for the valuable suggestions in the *Bulletin*. I have accepted them as coming from our King through the members of his body, and have been blessed by timely assistance. I was tempted to stop canvassing for the full sets because I sold so few, when a *Bulletin* caused me to watch my work more closely; and I discerned that, expecting to sell only the HARP, I was unconsciously making the set secondary. I changed my canvass, making the set of primary importance, and the HARP a means more readily to obtain the fundamental teachings of the Scriptures, on which more light was now shining as promised by our Creator as we came to the time of Christ's reign for the blessing of all the families of the earth."—Mrs. C. S. Abbe, *Conn.*

"We have been canvassing for the STUDIES in the rural districts and dropping to the HARP and 'Hell' in towns. We have found that the STUDIES at their present price are not hard to place."—F. H. Dougherty, *Tenn.*

"We have found it gets tiresome carrying the eight volumes with some extras. So when we get very tired we store our cases at a store or some convenient place and carry only the G. A.'s, HARPS, and booklets, but take orders for the set just as readily as with the set along."—Minnie Wilson, *Ill.*

Bulletin

OCTOBER 1, 1923

VALIANT WARRIORS

"And take the helmet of salvation and the sword of the spirit, which is the word of God."—Ephesians 6:17.

The text shows plainly that it applies to the church, and the context shows that the time of application is at the end of the Gospel age and near the end of the earthly journey of the church. Prophetically St. Paul looked down to the time when there would be a great falling away from the faith by those who claimed to be followers of Christ Jesus. The facts now apparent exactly fit the words of the prophecy. Even among ourselves there are some who have claimed to he following the Lord and feeding at his table and have now turned aside to partake of another table, denying the presence of the Lord and the time of the harvest and the end of the world. But a greater falling away is manifested amongst the masses of nominal Christianity. The Modernists openly repudiate the Bible as the inspired Word of God, and deny the blood of Jesus, by which mankind is purchased. There is also a great army of those who in a measure hold to the Bible, believing it to be God's inspired Word, and who believe that Jesus is the Redeemer; yet they are floundering about, not knowing which way to go. They call themselves Fundamentalists because they believe some of the fundamentals of God's Word. Their shepherds have permitted them to starve for want of an understanding of that Word.

Strengthen Wavering Faith

What a wonderful opportunity now presents itself to the fully consecrated Christians, who possess the zeal peculiar to the Lord's house. Such see more plainly than ever the need for the helmet of salvation; that is to say, for a knowledge of the divine plan, both an intellectual understanding and a heart appreciation of it. These also see the great necessity of aiding the honest Fundamentalists to get a better understanding of God's Word. Such desire to enable seekers for truth to put on and keep on the helment of salvation. Now the opportunity is here to render such help. With the opportunity comes responsibility. Duty now calls the consecrated and loving zeal prompts him to put forth every effort to give the message of the kingdom to those who have a hearing ear. Such zeal is like fire in the Christian's bones, compelling him to go forth with the message of truth and salvation to his neighbor.

Creed Errors Not Bible Truths

Again the words of the inspired Apostle to the consecrated ring out: "Take the sword of the spirit, which is the word of God." The sword is an instrument of warfare. With it the Christian defends himself from the attacks of the adversary. With it he also assaults the great errors put forth by the adversary, thereby doing his part to batter down the strongholds of error that the people might see and understand and be relieved from the blinding influence of the adversary. The Lord has sent forth his ambassadors with instruction to use the sword of the spirit as valiant soldiers under the great Captain who is leading his army to certain victory. Now is the time in which every true and faithful follower of Christ Jesus must wield the sword of the spirit.

Where Life and Happiness Are Found

Let each consecrated one ask himself or herself, Am I a member of the Lord's army? If so, what am I doing in the great battle for truth? If the Lord has given you the opportunity to use the sword of the spirit, then hasten to avail yourself of that opportunity and do so. Wield the sword deftly and lovingly, yet with a firm hand. Hasten to the honest Fundamentalist and help him to get on the helmet of salvation by giving to him an understanding of the great plan of salvation. Doubtless there is yet a great multitude of those who believe the Bible insofar as they understand it and who are anxious to have a clearer understanding of it. These have been blinded by the instruments of the adversary, by his dumb dogs, who cannot themselves bark, but who prevent others from having an understanding. Conditions are now shaping to separate all the honest-hearted ones from those who name the name of Christ and yet deny his saving power. The only class of people on earth who are armed with the weapons of warfare, who have on the armor of God, are those who now have a clear understanding of the divine plan of salvation as set forth in the publications of the SOCIETY.

Possessors of Only Aid

Thus the Lord has armed each one of his faithful followers with the sword of the spirit and laid upon such the obligation of using it to his glory. Let all such, therefore, quit themselves like men. Be valiant soldiers in the army of the Lord. Perfect love makes bold the Christian in the day of judgment. We are now in that day. Therefore gird on the armor and go forth to battle. Let all who appreciate the opportunities joyfully participate in the service of the Lord. Let each one in Zion say to his brother, as ye go forth: "Let uot your hand be slack." The joy of the Lord is our strength.

Proclamation for Distribution

The Resolution passed at the Los Angeles Convention has been prepared for distribution in tract form. It brings to the attention of Christians the attempt of the Modernists to disregard the Word of the Lord, and calls upon Fundamentalists to align themselves with the Lord's Word. It sets forth conditions prevalent among Christians today. To obtain the help that they require, they should be acquainted with the truth as contained in the STUDIES IN THE SCRIPTURES. The tract emphasizes the necessity of taking a stand; and while the people are in this attitude, the workers' opportunity is to aid them to come to a decision.

In the "Letter of Instructions to Directors" the method of procedure has been outlined. We urge workers to follow up the distribution quickly with the eight-volume offer, not permitting the distribution to interfere with the workers' canvassing for the eight-volume set; and so soon as these tracts are available to attempt to put forth as much effort as possible to reach the Fundamentalists while the matter is prominent in their minds. Possibly the distribution can be taken care of by some not able to get out in actual canvassing or by distributions Sunday mornings, if possible, this distribution to prepare territory for canvassers to work in during the week.

October 31st has been set as the date for concerted effort in distribution, to be followed by a thorough canvass of the territory in which the tracts were distributed with the complete set.

May the Lord bestow his strength and grace as you seek to reach those people who cleave to his Word, and as you endeavor to aid them to see the Lord's plan and providence on their behalf, thus stimulating their faith and confidence in his Word.

With Christian greetings, we are

Your brethren and servants in the Lord,

Watch Tower B. & T. Society.

Advertise the KING and KINGDOM

METHODS OF WORK

Sets of STUDIES IN THE SCRIPTURES will be placed, providing that the objections which people may have are met. Reasons that may be advanced for not purchasing are good ones if they cannot be answered. Any worker who turns from a door with the conclusion, "That was a weak excuse," has capitulated to the prospect's way of thinking that it was a worth-while reason fully justifying him in not purchasing. It is not impudence on the part of the worker who aims to help people realize the value of the books, nor is it a contradictory spirit. Answering their objections is merely conceding that they are not fully advised, and consequently is serving them. It is certain that they cannot depend upon the churches for information regarding the books; for the church supporters are arguing for their own publications. If they appeal to the minister for advice, he will attack the books. Hence people rightly depend upon those who support the truth to produce a defence for their work. Objections ofttimes put are frequently a play for your answer.

Colporteurs Suggested Use

"We are selling a few sets of eight volumes; but I find that most of mine are to people who think that they are a fine set of reference books and a bargain, although they really do not know much about their contents, only as I have tried to present them. I just carry the volumes along and sell them outright. If I cannot sell them all I drop to three, then to the HARP, and then to the booklets."—Mrs. Gregory Sakatos, *Ore.*

The worker's attitude in the approach directly influences the respect given them; for generally people are seeking an understanding of World distress.

Seek Favorable Consideration

"We find it best to talk with ease and not too fast, making it a personal canvass or visit as much as possible; and we look the parties we are canvassing in the eye, thus gaining their confidence. We find the first thing necessary is to gain their confidence; and if they are working in the yard we often take time for a few friendly words as 'See you are busy'; or, if invited in, we say: It is a lovely morning; and we usually tell them that we have just called for a few minutes and shall not detain them. Thus they dismiss their work from their minds."—Anna E. Zimmerman, *Ind.*

Accommodating oneself to people's circumstances many times gets them the books even though at some inconvenience to the worker.

People "In Expectation"

"We find that the people are ripe for the message. Some who have not been accustomed to work as canvassers are astonished at the readiness of the populace to heed the message that a few years ago they would have scorned. This merely proves that the Lord is breaking down the hardness of hearts as he declares in his word he will do."—Jno. G. Catron, *Ark.*

Getting Books into People's Hands Assures Payment

"I received mail and shipments of books O. K. We have good success with complete sets, but I would like you to know that we have to leave them on payments. We find the volumes very nice to canvass with; the people's eyes open when they see them. When we tell them that if they have not enough money to pay the full price, they can have them on part down, we have no trouble. I believe by Fall they will go as fast as the HARP."—Thomas J. Scannell, *Mich.*

A canvass that is interesting keeps abreast of the times, using new talking points that the daily news affords.

Items They Know Of

"Present world distress is causing people everywhere to become fearful as to the possible outcome of the trouble. Even the newspapers are advertising for plans whereby nations might gain peace, offering $100,000 to the persons presenting the best plan, and even $5,000 for the next best four or five plans submitted. No doubt you have read about it yourself."—Adolphine Lass, *Wisc.*

Demonstrating by your opening remarks that your call is of importance often diminishes the importance of what people are found doing.

Demonstrating Call More Important than Chores

"Tuesday mornings many are found ironing. If they say that they can't listen as they have the electric iron going, I often say: 'I can talk to you while you iron.' Soon they become interested and forget to iron, and I oftentimes make a sale. Sometimes they say: 'I am so busy this morning; I haven't any time.' Then I say: 'The busiest people are the happiest, and I will not detain you. Surely you have seen "The Finished Mystery" advertised. It explains Revelation and Ezekiel, and no doubt you always have thought that Revelation is the hardest book of the Bible to understand. Some say: 'I haven't much time.' Then I tell them that I appreciate that, as I have just a few minutes to spare, too."—Malinda F. Zook, *Ind.*

Drawing Quick Retort

"After saying: I have a message for you. I use the statement: I really believe you may be one of the millions now living that will never die. You do not care to die, do you? Do you know of any one who *does* want to die?' If this is said with actual belief and assurance it seems the very best way to feel the pulse and find what next to say."—Eunice S. Lamson, *N. Y.*

Admitting Need—Books the Solution

How to use the books is an effective argument.

"My principal (and very seldom different) way is this: To call the people's attention to the very significant period of human history in which we are now living. Then I usually put in the thought that we would naturally have good reasons to look to our Creator for some information on such an important thing. Just lately I have been using the following expression: We have been looking to our different denominations and the teachings of their creeds: but these big problems that are arising now could not be entrusted to them for solution, because these things are too big for them; and they frankly admit that they do not know of any solution or remedy. So why not try the Bible now without these different creeds? And I have noticed that quite a good many will appreciate this and say that they have gone to the church very little of late because they do not learn much there."—Sava Dracha, *Ind.*

Why Did It Happen?

"I present the Seventh Volume first, telling them it contains the Scriptures that are being filled right before us, and telling us the outcome of these times from a Bible standpoint. My main point is *hard work*, and one will surely find the interested ones."—Mrs. E. A. Kennedy, *Ind.*

Let them know that yours is not vocational but voluntary work.

Carries Books But Defines Call

"I say: My motive in coming to you is purely the help I have received in these ways and my desire to have others know of the same aids to understanding the Bible as God's plan."—Mrs. E. A. Kennedy, *Ind.*

A purpose well in mind keeps the discussion in line with the message you are presenting.

Church Membership No Hindrance

"Many people object because they are church members, Lutherans or Catholics. If asked whether they think it essential to salvation to belong to any particular sect they will invarably see the narrowness of the view and say: 'Why, no; a real Christian, no matter of what sect, will be saved.' 'Pardon me, lady, if this is so then I fail to see what these divisions have accomplished; rather I believe as the Bible teaches, and you will agree, I am sure, that the church are those whose names are written in heaven, that God only knows those who are his and none can by any means pluck them out of his hands, and that they are all one in Christ Jesus.' "—Adolphine Lass, *Wisc.*

Keeping up to date on present conditions will assist the canvassers.

Presents a Pro-Bible View

"Wake your prospect up with a few of these after you have felt his pulse. Fit the right one to the right person. Use 'Views from THE WATCH TOWER' to open people's eyes to the denominational and ministerial situation. Put yourself into your words and work. Higher Criticism and Evolution in our schools are making havoc of the faith of our young people in God and the Bible."—Eunice S. Lamson, *N. Y.*

Remove doubts that the book cannot accomplish what is claimed for it.

Actual Demonstration of Books' Worth

"Some think we have such a good knowledge of the Bible. I tell them that all I know I got out of these volumes and that they can know just as much if they apply themselves; that eighteen years ago I didn't know beans about the Bible, but that the volumes were more interesting to me than any novel I ever read."—Emma Martin, *Cal.*

A feeling that they might be joining the "Better than thou's" in purchasing Bible books sometimes exists, and the worker should reckon with this attitude by pointing out the difference between "Thou shalt nots" and the happiness that a knowledge of God's plan imparts to men.

Disassociate from Churches

"Some fear that it is a denominational publication. We tell them that the International Bible Students Association takes the view that no denomination ever contained all the Christians, and that it would be impossiable to get all Christians into one denomination now, so it advocates none. That topics are treated from an unbiased standpoint, the object being to give the entire Scripture connection on every subject and show the harmony of the Bible."—A. Z. Becker, *Iowa.*

Ferret Out and Overcome Suspicions

"Just recently I met a M. E. preacher's wife, not knowing this at the time. She took the HARP from my hand, after we had talked a while, saying, 'I am a M. E. minister's wife.' She looked the book through from beginning to end, over and over again. Finally I said: 'For what are you looking?' She said: 'I am wondering if you folks believe in the blood of Christ.' I showed her the chapter on the ransom and began talking on same. 'Oh! Do you people believe in Russell's teachings?' I assured her we did; and quicker than a flash she handed back the book, saying, 'I do not want your book. I would put it into the fire.' I said to her: 'Sister, can you show me with the Scriptures where I am making a mistake? I am seeking for the truth.' She said: 'I am, too.' I said: 'Well; come, let us reason together.' After we had talked a while she said: 'You folks claim nobody will be of that kingdom class but the Russellites.' I told her she had been misinformed, that the Lord had been selecting a choice class all down through the Gospel Age.

We talked for nearly an hour, during which time she contended that she and others would be as high or higher in the kingdom than the Russellites. I said, tenderly: 'Sister, you know there was strife amongst the followers of Jesus in his day, and he rebuked them; and that we should not strive over these things but should strive for the spirit of love in our hearts to the extent that Paul had it (calling her attention to Romans 9:1-3). I myself want that unselfish love in my heart, and I will rejoice to see you and others above me in the kingdom if it is the Lord's will to put you there; and I hope, Sister dear, if it is the Lord's will to meet you in the kingdom.' I told her of the utter destruction that was soon to come to Christendom. She broke down and cried, and we wept together. I rose to go and she said: 'I want your book. If it is possible that I am one of those foolish virgins, I should know of it.' "—Mrs. C. A. Miles, *Kans.*

Making possession an easy matter assures people that your delivery of the books is no inconvenience.

Remit by Mail

"If they say that they cannot afford the books we tell them that they can pay $1.35 or $1.50 when we deliver. We will then leave the books and the rest they can pay later. If we leave town before payment is finished, we will leave a self-addressed envelope with their return address on back, and the amount they paid and the amount to be paid inside. We often state that they can deduct the amount it costs for stamp and money orded. If a small amount, they may send it in one-cent stamps. I find that people send remittances more readily with addressed envelope ready to mail."—Anna E. Zimmerman, *Ind.*

Thinks Results Not the Exception

"It began to look this afternoon as though this would be the first day I had failed to get an order for a full set of eight volumes, but out of the last five calls four people ordered full sets. The last three weeks have been full of blessings and privileges of service, and how thankful we are that we may serve thus. It never seemed easier to sell the set of SCRIPTURE STUDIES unless it was in the fall of 1915, when we were selling the six books for $1.95; and my territory at that time was unusually good, for everything was booming. I find that the STUDIES and the HARP go well together. Some are interested in one and some in the other; and if there is interest at all they are ready to take the eight books. The eight books are not more than people usually pay for one book. Have worked just 17 days in this territory with results of 583 bound volumes and 49 booklets. This is very unusual for me, but from experience I think that all the colporteurs should make a special effort with the eight books. Never were our privileges of service greater, and from nowhere else can people get real spiritual food."—E.R. Eckley, *Minn.*

"Since writing the above I have worked 3½ days and have sold 13 full sets, 21 extra HARP Courses, 13 First Volumes, and 20 booklets."—E.R. Eckley, *Minn.*